



DISPOSITION SALES

Tom Zani Sale to Ardex Labs, Inc. - Pompano Beach, FL

SERVICES

Strategic Disposition Services for Tom Zani (The Art Wholesaler) to create a competitive sales process of their Corporate Headquarter and Distribution Center located in the Pompano Beach, FL.

SITUATION/PROCESS

- Owner hired JC Commercial Realty Consultants, Inc. to methodically go through the market in a *multi-layered approach* to locate the right buyer who would be willing to use and or reposition the property. This *multi-layered strategy* included personalized targeted marketing to industrial users, growing distributors and manufacturers, private investors and institutional investors willing to reposition the property.
- The Team's professionals were formally engaged to dispose of this unique asset with an asking price at about 20% over market.
- Regular marketing reports were provided to the client as the *strategic layers* of the plan were implemented. Interested parties surfaced under several of the target groups. These parties expectations were managed in order to create a competitive environment.
- After a thorough implementation of the plan ideal user surfaced: Based on the strong interest from the buyer (Ardex Labs) and the unique attributes of the Seller's building The Conte Team was able to drive value to both Seller and Buyer.

RESULTS

Through a *strategically controlled disposition process*, The Marketing Team was able to positively affect the selling price to benefit the Client (Seller) in excess of \$200,000 over the target sales price. The net affect to the client's bottom line was in excess of their internal goal. No Cooperating Broker was needed as the right buyer was identified at the moment The Conte Team was hired.

- REFERENCES AVAILABLE UPON REQUEST -

The work described in this case study was performed by JC Commercial Realty Consultants references are available upon request.

