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## Sam Butters & Marty Weinberg

### DISPOSITION SALES

Former FedEx Ground – Sam Butters & Marty Weinberg - Pompano Beach, FL

### SERVICES

Strategic Disposition Services for the Butters and Weinberg Families to create a competitive sales process of their thirty thousand square foot building vacant building which had formerly leased FedEx Ground.

### SITUATION/PROCESS

- After other large brokerage service providers had failed the The JC Commercial Realty Consultants Team was hired to methodically go through the market in a *multi-layered approach* to locate the right buyer to use and or reposition the property. This *multi-layered strategy* included personalized targeted marketing to large industrial users, growing manufacturers, private investors and institutional investors.
- The Team's professionals were formally engaged to dispose of this unique asset after other institutional brokerage firms had failed to perform.
- Within three months of implementing the plan, interested parties surfaced. These parties expectations were managed in order to create a competitive environment.
- The most logical & qualified buyer (User) surfaced after our prospect interviews. A local air conditioning & plumbing contractor, Lindstrom, needed a building with ample power, a high parking ratio and some additional square footage for future growth.

### RESULTS

Through a *strategically controlled disposition process*, The Team was able to create *real demand* to positively affect the selling price by 15% over the most relevant and recent sales comparable at the time. The net affect to the client's bottom line was in excess of their internal goal and provided The Team a 2nd opportunity to sell additional assets for the Butters family.

### - REFERENCES AVAILABLE UPON REQUEST -

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

