



DISPOSITION SALES

Victory Life Church Sale - Pompano Beach, FL

SERVICES

Strategic Disposition Services to create a competitive sales process for the Victory Life Church Facilities on 6-acres of land zoned for Community Facilities in the City of North Lauderdale.

SITUATION/PROCESS

- After several presentations, the Senior Pastor, Ron Bramos, and the Church Board agreed to hire The Conte Team (At the time Mr. Conte was a Vice President at CB Richard Ellis) to methodically go through the market in a *multi-layered approach* to locate the right buyers to either use the facility or redevelop the property. This *multi-layered strategy* included churches, municipalities, public works agencies, industrial users, multifamily developers, senior housing developers, assisted living, retails, medical/healthcare and others.
- The Team's professionals were formally engaged to dispose of this unique asset with an asking price at 25% over market.
- Regular reports were provided to the client as the 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, two qualified buyers surfaced: 1) A user 2) A national Multi-Family Developer. Based on the strong interest from both parties real leverage was created to drive favorable contractual terms for the client.

RESULTS

Through a *strategically controlled disposition process*, The Conte Team was able to create *real market leverage* to positively affect the selling price by over \$1,500,000. The net affect to the client's bottom line was well in excess of their internal goal.

- REFERENCES AVAILABLE UPON REQUEST -

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

