



DISPOSITION SALES
Farm Stores - La Vaquita - Miami, FL

SERVICES

Strategic Disposition Services for La Vaquita Properties (Farm Stores) to create a competitive sales process of a former Farm Stores dairy plant and headquarters office facility situated on 17-acres of industrial land in Miami-Dade County.

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 *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, 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.

