



### **DISPOSITION SALES**

**Doormark, Inc. – Fort Lauderdale, Florida**

### **SERVICES**

Disposition Marketing Services were provided to create a competitive sales process of Doormark's 20,288 square foot manufacturing and distribution building.

### **SITUATION/PROCESS**

- Once The Conte Team had identified and successfully closed on a 90,000 square foot building for Doormark to move its operation into, it came time to start the marketing process for the soon to be vacated facility.
- The Conte Team was hired to use its proprietary marketing strategies to identify industrial users who were qualified to purchase Doormark's soon to be vacated manufacturing and distribution facility.
- Within the first month of a 9 month relocation process, the buyer who ultimately purchased the building was found. Many other qualified prospects came through the property over that time period and several made unacceptable offers.
- Doormark principals were encouraged to be patient as the target buyer had unique pressures which were going to cause him to perform on Doormark's terms.

### **RESULTS**

Within the final weeks of Doormark's relocation, The Conte Team successfully closed the sale at \$2,050,000.00 (\$101.00 psf) which was an all time high by more than \$12.00 per square foot at the time. The Conte Team's market knowledge, patience and strategy put an extra quarter of a million dollars in the Client's hands.

### **- REFERENCES AVAILABLE UPON REQUEST -**

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

