



S&S DOWNTOWN, L.L.C.

INVESTMENT SALES

S&S Downtown LLC & Sharpe Project Development - Fort Lauderdale, FL

SERVICES

Investment Property Sale marketing was the service line provided to the Principals of Sharpe Project Development for the timely sale of one of their investment properties.

SITUATION

Another brokerage firm was unsuccessful in the lease up and sale of the client's Class C Industrial property. Simultaneously a balloon mortgage payment date was closing in on the Seller.

PROCESS

- The JC Commercial Team jumped into action calling into their proprietary data base of small tenants to try and expedite lease up. Within 90 days the property was 95% leased and cash flowing beautifully.
- New marketing materials were created emphasizing the exact benefits of the investment. With direct mail and email marketing to a proprietary list of local real estate investors, the property was under contract within thirty days after lease up.
- A very timely due diligence and closing was negotiated with an all cash buyer.

RESULTS

The client was very satisfied to have the property sold thirty days prior to the balloon payment from their lender being due. A market sales price was achieved and the Seller saved some money on commissions because there was no co-broker in the transaction. Market knowledge is time, power and money.

- REFERENCES AVAILABLE UPON REQUEST -

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

