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## **FOG HOLDINGS, Inc.**

### **INVESTMENT SALES**

**Fog Holdings, Inc. - Miami, FL**

### **SERVICES**

Investment Property Sale marketing was the service line provided to the Principals of Fog Holdings, Inc. for the timely sale of one of their investment properties in Lauderdale Lakes, FL.

### **SITUATION**

Another brokerage firm was unsuccessful in the lease up and sale of the client's Class C Industrial property. The Seller was very frustrated with the previous brokerage companies marketing strategies, response times and overall enthusiasm toward his asset.

### **PROCESS**

- The JC Commercial Team jumped into action calling into their proprietary data base of small tenants to enhance lease up and cash flow. Simultaneously existing Tenants were incentivized to lengthen their leases to further stabilize cash flow.
- Once complete, 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 brokers and investors, the property was under contract within ninety days after lease up to a foreign investor.
- A very timely due diligence and closing was negotiated with an all cash buyer.

### **RESULTS**

The client was extremely satisfied to have the property at a 6.5% Cap Rate and \$10.00 per square foot over the most recent and relative comparable sales. Market knowledge and proven strategies worked exceptionally well to benefit the client's bottom line.

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

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

