



LANDLORD LEASING

Prospect Park I, II, III - Fort Lauderdale, FL

SERVICES

Landlord Leasing and Advisory Services were provided to the Sentinel Group for their industrial distribution, industrial flex and single story office properties under asset management within the Fort Lauderdale Commerce Center.

SITUATION/ PROCESS

- The Sentinel Group was the asset manager for this 285,000 square feet industrial distribution, industrial flex and single story office project known as Prospect Park I, II and III within the Fort Lauderdale Commerce Center. At the time of taking control the occupancy was at 79%.
- The Conte Team (CBRE) was hired for its superior market knowledge and its success in leasing up Palm Crossing North, Central and South within the park.
- Within sixty days the marketing campaign was in full swing and many prospects began to surface. With a methodically multi-layered approach to locate the right Tenant's vacant spaces began to disappear.
- The Team also opened up a small on site satellite leasing office to further meet the time sensitive demands of many prospective Tenants. Within 12 months The Team had achieved a 86.% occupancy and with two years we stabilized occupancy at about 94%.

RESULTS

Through an experienced and disciplined marketing process, The Conte Team was able to create real value to for the landlord. The Conte Team handled the leasing for the Sentinel Group for five years until the Sentinel Group was replaced by a different asset manager out of New York.

- REFERENCES AVAILABLE UPON REQUEST -

The work described in this case study was started by the agent while at CB Richard Ellis prior to the formation of JC Commercial Realty. References are available upon request.

