



LANDLORD LEASING

Dolphin Commerce Center - Doral, FL

SERVICES

Landlord Leasing and Advisory Services was the service line provided to Principal Global Life for the Dolphin Commerce Center in Doral, Florida. This project is 1,100,000 square feet of Class A multi-tenant distribution space in the highly sought after West Dade industrial market.

SITUATION/ PROCESS

- The Conte, Lyden, Schuchts Team (CBRE Leasing Team) had taken the leasing from another local competitor who could not seem to get the occupancy up to meet the landlord's satisfaction. The asset manager was ready to make a change and was considering two national brokerage firms.
- After winning the business, The CBRE Leasing Team jumped into action preparing a customized marketing plan and strategy.
- Within nine months The Team had done leases of 25,000, 56,000 and 106,000 square feet to various large tenants like Senator International, Freedom Fresh International and Roca International.
- With a methodical multi-layered approach to locate the right Tenant's, the vacant spaces were absorbed and the project went to 100% occupancy.

RESULTS

The asset manager was very pleased with the Team's leasing efforts as they quickly increased the occupancy from the low 80's to 100% leased in less than 18 months from taking over the leasing of the project. The rent value created on a Cap rate basis was well over \$13,000,000.00.

- REFERENCES AVAILABLE UPON REQUEST -

The work described in this case study by JC Commercial Realty.
References are available upon request.

