

Case Study- Real Estate / Commercial and Industrial Brokerage

Situation: Owner-occupant consolidated operations and engaged Metzler Enterprises LLC to list the stand-alone facility for lease in the central business district. Owner had little interest or experience with property management and did not want to invest in capital improvement upgrades even though the strong tenant market might dictate so...

Action:

- Conducted market research and aggressively listed property to compete strongly with similar listings in multiple databases
- Established cost estimates through local contractors to meet minimum space refurbishment and accessibility requirements
- Engaged the Host City Economic Development Council to secure marketing assistance targeted to national businesses looking to relocate
- Launched aggressive marketing campaign to adjacent property listing brokers and buyers agents in the surrounding area

Results:

- Significant website hits and drive-by traffic generated heavy interest
- Fortune 500 corporate medical tenant secured the lease for entire space with attractive 15 year + term
- Tenant agreed to invest over \$1M in building infrastructure upgrades; no financial outlay by landlord
- Tenant agreed to accept 100% utility and CAM expense pass-through
- Income stream from credit-worthy tenant significantly enhanced property valuation for the owner in the eyes of potential investors
- The Community benefited from the presence of valuable medical services and an improved tax base