

## **Case Study- Real Estate/ Market Analysis**

Situation: A Fortune500 technology company vacated it's R&D campus outside of Tokyo Japan during consolidation of it's business. In the midst of a severely depressed Japanese economy the CFO decided to dispose of these assets with the objective of achieving a price at or above NBV.

### Action:

- The difficult global real estate market and challenging international logistics required unconventional strategies
- Due to unique aspects of real estate law in Japan, we sourced two independent brokers; one associated with a financial institution to market internally within Japan to Japanese nationals and the other to market globally to multinationals
- Initiated an aggressive marketing campaign on several fronts to end-users and to investors
- Completed all required due diligence and inspections early to clear the way for a motivated buyer
- Executed internal corporate approvals for seller financing
- Established multiple scenarios for "out of the box " options to illustrate seller's motivation, including potential demolition of the Class A R&D facility to establish brown field potential

### Results:

- Within six months, a domestic end-user was identified with interest in the brown field opportunity for a manufacturing plant
- Face to face negotiations quickly secured agreement of terms which survived the devastating Tsunami impact on the Japanese economy in 2010
- Seller demolished existing facilities and infrastructure prior to lease execution to show good faith
- Seller achieved a successfully expedited sale of the property above NBV