

## Case Study

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### Shops at Spring Meadows Place 1331 McCord Road, Holland, Ohio

#### Challenge

The developer/owner decided to put a newly constructed, multi-tenant strip center on the market. The pricing and cap rate were aggressive for the Toledo market, and 1,320 square feet of the center remained vacant.

#### Solution

A variety of marketing strategies were employed to promote the property. These included a proactive e-mail campaign to both local and national investors, a flyer mailing campaign, extensive web marketing through both Loopnet and a website dedicated to investment offerings. Multiple offers were received and considered prior to a successful closing.

#### Results

The owner was able to sell the property at a cap rate close to list and the buyer was able to accomplish a 1031 exchange requirement. By utilizing our marketing skills and promotional outlets, we were able to assist both seller and buyer in achieving their goals.