



1221 W. High Street, Bryan, Ohio

## Quick Facts

- 23,942 SF

## Challenge

The owners of this multi-tenant retail strip center located in Bryan, Ohio, wanted to take advantage of the historically low cap rates and maximize their asset's disposition value. In competing for the listing assignment, we had to differentiate ourselves from the other broker competitor by leveraging the Investment Property Advisors platform, convincing the owners that to achieve maximum sale price, the property had to be marketed to a broad audience of investors. After securing the listing, our next challenge was to overcome buyer resistance to the center's location in a small town as well as its extended distance from the town's major retail corridor. The major shopping area on the other side of town was also much newer.

## Solution

Our team promptly went to work to underwrite the Bryan retail market and put together a financial analysis that accurately and positively reflected the property's income producing potential. An extensive offering memorandum was then produced and made available to all interested parties. A variety of marketing strategies were employed. These included a proactive email campaign to both local and national investors, a flyer mailing campaign, and extensive web marketing through both Loopnet and our Investment Property Advisors Group. Through our efforts, multiple offers were submitted and ultimately the highest and best offer was selected.

## Results

By utilizing our expertise in the investment real estate market and our extensive marketing abilities, we were able to achieve the highest disposition price for our clients. Leveraging the Investment Property Advisors Group platform and utilizing our team dynamics resulted in optimal results for both our client and our reputation.