



KEEGAN & COPPIN COMPANY, INC.

ONCOR INTERNATIONAL

Commercial Real Estate Services



“By performing an aggressive marketing plan, vacancy went from 100% to less than 60%! I am extremely satisfied with his performance”

Mike Feeney, Owner

CHALLENGE: As an experienced developer when the client featured in this case study built a business park, it had all the requirements for a successful investment. Everything including the location, the quality design and construction of the buildings and the markets ability to support the new facility supported the expectation of an in demand business park.

Although the property offered a fantastic opportunity, arguably one of the best at the time, it sat vacant and was receiving very little interest. This business park did not have effective marketing. It wasn't getting enough exposure to create interest and what was presented did not utilize many valuable features most likely to attract the target market.

SOLUTION: I connected with the client while prospecting new business. At that time the property had been listed for two years and was vacant. I offered to provide a marketing strategy that would ensure maximum return by combining innovation, experienced thinking, synergistic marketing, exceptional work ethic and dedication to service. Once engaged as the listing agent I made recommendations on what he could offer during a competitive tenant/buyers market to stand apart from other properties.

Some items that provided a competitive edge:

- Flexible terms and conditions advantageous to both parties.
- The options to lease, purchase or lease with option to purchase.
- Space planning through completion provided by the owner.

A team of professionals including an architect assist in creating a customized and efficient space. The team also handles all licensing and permit requirements and performs the tenant improvements. This is a turn key property.

With an attractive listing in place, an aggressive marketing strategy was launched to maximize exposure. Professional marketing material was prepared and quickly disseminated via email, phone, the internet, mail and in person. The property was presented to anyone with even a slight interest: brokers, agents, potential tenants and buyers, canvassing in person based on concentric circles and appropriate SIC classification as well as posting to industry sites such as LoopNet and the Keegan & Coppin company website. **The most effective prospecting marketing tool was a high volume of warm and cold calls.** With our listing presented effectively we began seeing interest in the property immediately. We hosted an open house with significant success in attracting our target market.

BENEFIT: The property was listed for two years with no results. Upon my engagement and implementation of a strong marketing strategy we had immediate interest in the property.

In well under two years, 60% of the 32,000 sq. ft. was occupied. Through understanding of market trends and properly presenting value I obtained close to the client's asking price.

Client:
Mike Feeney & RE West Builders

Location:
Larkfield Business Park

Agent:
Kevin Doran, Agent
License #01704987

Value:
\$2,970,400

Solution:
Effective Marketing Program

Timeframe:
18 Months to Lease and Sell

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