

# SUCCESS STORY

## LONDON PLAZA

**PRICE: \$3,850,000 | \$/SF: \$77.77**

*When the owners of London Plaza wanted to sell their asset, they knew they needed a special team in place to get the job done.*

### The Ownership Scenario

Colliers's clients were private investors who lived on the West Coast but had a tertiary, multi-tenant property with mounting deferred maintenance. The property was management intensive and being neglected so rather than take on several significant projects, the owners hoped to trade out of the property and into something with no landlord responsibility.

### The Broker's Challenge

Although ownership was interested in selling and willing to entertain offers, they wanted to do so in a confidential manner so as not to disturb the tenants or jeopardize their relationships. As such, the Chaney Investment Team was charged with finding a buyer at an extremely aggressive price while keeping the deal fully off market. This limited the marketing to their personal database of qualified investors.



### How'd It Go?

Using the team's proprietary database of more than 3,400 qualified investors, they were able to market the property confidentially to 1,998 direct principals and receive 63 signed CA's. The team generated nearly a dozen offers over the course of the marketing period and ultimately sold the property at listing price.

#### CHANEY INVESTMENT TEAM

*Midwest Retail Experts*



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