

SRE SUCCESS STORY

FULL PRICE SALE OF A UNIQUE PROPERTY

5026 196th St SW, Lynnwood, WA

CHALLENGE

The Wight's Home & Garden property was unique in that it had a large lot size in proportion to the existing building. Furthermore, the structure is a single user building. The unique attributes meant that a unique buyer had to be identified. Without identification of a user who could utilize the existing structure and high parking ratio, the obtainable price would only be as high as its land value. SRE was hired as the seller's representation. The ownership wanted a discreet and direct marketing program rather than one which broadcasted the sale offering. This put SRE's platform of direct and efficient marketing to the test.

ACTION

SRE helped the ownership understand which buyer type would maximize the value through analysis of the property as-is versus as a development site. This was not only crucial to capturing maximum value but also in determining acceptable closing timelines. SRE marketed the property directly to prospective buyers and to the most active brokers in the submarket. Throughout the process SRE consistently reported to the ownership with updates as to its efforts, coordinated showings and facilitated negotiations.

RESULT

Ultimately, SRE identified a buyer that could utilize the unique attributes of the property. The property was sold at full asking price.

TESTIMONIAL

"I am very impressed with Tyler's knowledge of the in's and out's of the commercial real estate business. He always had answers to any of my questions."

- Jim Anderson

