



Seller earns an additional \$670,000 by bringing his property to the market.

What was the issue? Leonard P., the owner of a 16,000 SF light industrial warehouse in Marin County received an unsolicited offer to sell his building. The offer looked “real” good, but not being in the business of selling commercial properties, he was not sure if the terms and the price were to market, or even fair to him.

What did we do about it? Ces Cecchin, a specialized Commercial Real Estate broker at Meridian Commercial, completed a valuation study including a lease audit, income analysis and comparable sales study to determine the market price. With Ces’s assistance, Leonard decided that it would be best to fully expose the property to the market.

Ces applied his standard Full Market Exposure Program to seek competing offers. The property was presented in several sale channels including social media, snail mail, industry subscription services, cold calling and old fashion networking.



How did it turn out? Within fifteen days there were offers from competing buyers, and the property closed within forty-five days. Leonard saved himself time, heartache and \$670,000 by using Ces’s and his proven sale process.

- **Light industrial building sells for over \$330 per square foot.**
- **Received competing offers.**
- **Earned seller an additional \$670,000.**

Testimonial: *“When I received an unsolicited offer for my investment building, I knew who to call. Ces priced, marketed and managed our sale in a highly professional manner always looking out for my interests and my family’s interests. I highly recommend Ces to any commercial or investment property owner that wants proven results.”*

Leonard P., commercial property owner