

CoStar
POWERBROKER AWARD
THE BEST OF THE BEST



Perfect Exit Strategy

Challenge: After more than 20 years of owning a warehouse condominium for their painting business, Larry and Susanna faced a tough decision. With retirement on the horizon, their unit had become vacant, and the idea of finding and managing a new tenant was not appealing. Selling seemed like an option, but they were concerned about loss of income and capital gains taxes. Unsure of the best financial move, they turned to Ces for guidance.

Action: Ces conducted a comprehensive market analysis, presenting pricing trends, expected rental income, and cash flow comparisons for both leasing and selling scenarios. Additionally, Ces introduced selling strategies such as seller financing and tax-deferred exchanges to minimize tax burdens. Once they decided to sell, Ces implemented an aggressive marketing plan—conducting multiple tours, listing the property on commercial platforms, promoting it on social media, and reaching out directly to neighboring businesses and tenants.



Result: In less than 30 days, Ces secured a highly qualified buyer. Through meticulous screening, strategic site visits, and skillful negotiations, the strongest prospect was selected, leading to a swift and seamless closing. Larry and Susanna achieved a financial outcome that matched their needs—providing them with long-term security, eliminating the stress of property management.

Testimonial: *"Ces made what felt like a complicated decision incredibly easy. From the start, Ces provided us with clear options, expert advice, and a strategy that aligned perfectly with our goals. The entire process—from listing to closing—was seamless, efficient, and stress-free. We couldn't be happier with the outcome, and we're grateful to Ces for helping us secure a sale that met our financial needs without the hassle of managing the property. We would absolutely trust Ces again for any of our future real estate decisions!"* – Larry & Susanna



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