



## OPPORTUNITY/CHALLENGE

For over 60 years, the Lesley family owned 185 acres at the northwest corner of Belt Line Road and LBJ Freeway in Coppell, Texas. The tract had been highly sought-after for numerous years by Dallas developers as LBJ Freeway is one of the major thoroughfares linking Dallas to DFW International Airport, and the area has been one of the fastest growing in the Metroplex for several years. In 2006, the Lesley Family Trust decided to sell the property.

## SOLUTION

Transwestern marketed the tract internally and externally by utilizing a 45-day bid process. In addition to providing disposition services, Transwestern brokers also leveraged the firm's development experience to market the development potential of the tract as opposed to a standard land sale.

## VALUE ADDED BY TRANSWESTERN

Transwestern was able to provide maximum exposure for the tract by utilizing our internal network of brokers in addition to marketing the site to nearly 2,000 potential investors and developers across the U.S. Because of our own development experience we were able to secure maximum pricing by proving the development potential of the site, and identify a buyer who was capable of closing on the sale within a timely manner.

