



OPPORTUNITY/CHALLENGE

The client initially sought an asking price of \$1.6 million and most comparables could not support an asking price of \$177 per square foot. The building was over 40 years old and, for most industrial uses, is functionally obsolete.

SOLUTION

Cold called client in March of 2007 and was immediately asked to pitch for the listing of owner-occupied property in an excellent location on the north side of the Baltimore/Washington International Thurgood Marshall Airport. The listing agreement was signed in April of 2007 and a marketing campaign began. A contract for sale was signed in July of 2007 and the transaction settled in September of 2007.

VALUE ADDED BY TRANSWESTERN

Transwestern sold the property to a group intent on redeveloping the site for retail for approximately \$133 per square foot, which is a very high number for a building of that vintage and class.