

# BROKERAGE (SALES) CASE STUDY HITTING the TOP of the MARKET

## **Broad River's Challenge**

As local lending rates began to move upwards, the partners at Broad River Investments were confronted with the fact that the market had peaked. They faced a stark choice: retain the property for another ten years or take it to market. With out-sourced property management and one director not motivated to sell, they consulted NAI Turner Drake & Partners Ltd. Broad River Investments wanted to divest themselves of their 60 unit residential property but only if they could attain their “reach” price.

## **NAI Turner Drake's Approach**

After carefully reviewing the market NAI Turner Drake decided upon a focused approach. They identified the two purchasers with the financial capability and motivation to pay the highest price. Calling upon the resources of their Valuation and Lasercad™ Space Measurement Divisions they quickly prepared a comprehensive Master Sales Prospectus detailing the physical, fiscal and legal characteristics of the property and approached the prospective purchasers. Within two weeks of listing the property NAI Turner Drake had secured their first offer; the second followed a week later at virtually the same price.

## **Winning Results**

**Because of their market and real estate expertise, NAI Turner Drake was able to bring the property quickly to market and rapidly secure two offers, both at a price which exceeded their client's expectations. They successfully negotiated a sale, constantly monitoring the transaction to ensure that it continued “on track”, whilst keeping Broad River Investments fully in the picture during the entire process.**

