

# BROKERAGE (SALES) CASE STUDY FORGING A NEW RELATIONSHIP

## The Challenge

Our client owned a metal fabrication shop in the heart of one of Halifax Regional Municipality's industrial parks. They wanted to expand and had purchased larger facilities in close proximity. They wanted to sell their old property and apply the proceeds to their new building. They had received a few offers to purchase their existing property. Unfortunately none of those offers were acceptable, so they turned to Turner Drake for assistance.

## Turner Drake's Approach

Our Brokerage Division utilises a "managed" process governed by a quality system registered to the international ISO 2001 Quality Standard. As part of that process we undertook a thorough inspection of the property to capture and record its physical, fiscal and legal attributes, utilising a structured approach honed over four decades of valuing and marketing real estate. (Buyers discount for risk, so in order to appeal to the broadest pool of purchasers and eliminate uncertainty, we comprehensively capture and document all of the factual data). Our Lasercad® space measurement team carefully measured all of the space, and produced accurate plans suitable for leasing as well as sale purposes, using our Computer Aided Design system. Our Brokerage Team then went to work creating marketing materials and erecting a sign on the site. Our Brokerage Team also created a co-broker network with the other commercial brokers, to provide maximum marketing exposure in addition to our own database of potential purchasers. Company policy prohibits us from holding listings "close to our chest", so we have designed a sales/leasing commission structure designed to be "broker neutral" i.e. we get the same fee whether we sell the property ourselves or with the aid of another broker. In industry parlance, we do not "double end" commissions. Our brokerage team is salaried so our focus is on getting the best result for the client. As soon as our marketing materials were prepared, we commenced our marketing thrust.

## Winning Results

**We received several offers to purchase the property, none of which were acceptable to the purchaser. We advised them to be patient and continued with our marketing efforts. Eventually we were approached by one of our co-broker network partners acting on behalf of an international company interested in the property, but whose mandate prevented them from purchasing it. They offered to lease it at a substantial premium over market rent. The owner was able to retain ownership of the property, further increasing their equity position, while securing a generous cash flow from a triple A tenant, for a substantial lease term.**

