

NLPG NAVIGATES MARKET SHIFTS TO MAXIMIZE VALUE FOR IOWA RETAIL PROPERTY



The ability to successfully anticipate and navigate through fluctuating market cycles is one of the benefits of Marcus & Millichap's representation. For more than 33 years, we have been anticipating cycles and helping clients position their assets to best leverage their access to buyers. The developer of a Walgreens in the Midwest learned this firsthand when he exclusively listed his single-tenant net-lease property for sale during a period of market fluctuation.

After a number of low offers, the seller considered reducing the price of the property from his original expectation. However, based on trust developed through several previous successful closings with Marcus & Millichap's Net Leased Properties Group (NLPG), he had confidence in the group's expertise

and agreed with our recommendation to ride out the shift and adhere to the property's offering price through an extended marketing period.

His confidence was rewarded. As the market readjusted, the aggressive marketing efforts and national exposure the NLPG produced resulted in four qualified offers at list price. The competitive bidding environment resulted in a best and final offer 3 percent above list price. In the end, the seller, who had once considered dropping the property's price, became a vocal advocate of qualified, exclusive representation. Our investment brokerage focus and transaction expertise, combined with our unique marketing system, bring committed investors the highest value regardless of current or emerging market cycles.

Bernard J. Haddigan, National Director
Retail / Net Leased Properties Group
(770) 393-1700
bhaddigan@marcusmillichap.com