



“The Colliers team was able to generate multiple offers on the property to achieve the highest price for me on the sale”

Barry Wolfert, Seller

SUCCESS STORY

TEAM I-15 MAXIMIZES SALE PRICE FOR SELLER

12340 Stowe Dr,
Poway, CA 92064

TEAM LEADERS

Marc Posthumus
Ted Cuthbert
Chris Williams

STATISTICS

10,500 Square Feet
\$1,982,000 Sale Price

CHALLENGE

We took over the listing from another listing broker that was not able to produce an offer that met the Seller's expectations during their exclusive listing term. The challenge was achieving a record sale price in a market that had historically low post recession sale comparables.

STRATEGY

- We encouraged the ownership against new leasing in the building which would limit the ability for an owner to occupy the property
- Marketing focused specifically on owner users that could occupy the property and drive a higher price than investors

RESULTS

We were able to generate multiple offers by owner users that resulted in a competitive bid situation. The Seller selected an owner user that occupied the majority of the building. The sale established a new high watermark for the area for industrial product.