

CASE STUDY



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QUICK FACTS

- 14-acre site with 15 small office and retail buildings
- Part of 46-acre Campus El Segundo project
- The only office condo project to sell out during the market crash

CBRE SERVICES PROVIDED

- Office Sales and Leasing
- Retail Services
- Appraisal
- Financial Services

CASE STUDY

The Project The Edge at Campus El Segundo

The Client AMB / Mar Ventures / G.E. Capital

The Challenge

- Marketing and selling 15 small R&D office buildings on 14 acres of land (newly developed)
- Mid-way through building sale process, the real estate market crashed
- Needed creativity and broad reach to attract brokers and buyers to the site

The Solution

- Identified entrepreneurial small business owners and high net worth individuals as the most likely buyers and aggressively targeted them
- Implemented creative broker incentives and constantly marketed the properties throughout the brokerage and local communities
- Created a variety of customized collateral to attract different groups and remain top of mind
- Worked with the developer, local lenders, tenant improvement contractors and space planners to accelerate all prospective deals
- Priced out building standards to ensure clarity up front about the total cost to move a user/owner into the space
- Conducted financial modeling and connected SBA lenders with potential buyers and their brokers to accelerate the process and increase certainty of close
- Leveraged relationship with the City to expedite the process
- Thorough, proven approach ensured nothing fell through the cracks

The Results

- The highest priced project in the market—and **the only small building-for-sale project to sell out during one of the worst markets in history**
- Passionate representation of the project and tireless pursuit of getting the right deal done
- AMB / Mar Ventures / G.E. Capital achieved their targeted 21% IRR return over two-year cycle time