

BEFORE AND AFTER... ATTEMPTS VS. PERFORMANCE

Before...

- Listed six months with another broker
- Limited activity

After...

- Three weeks of marketing
- Three strong offers
- Closed at 99% of list price
- Facilitated seller in completing a tax-deferred exchange

The Marcus & Millichap brokerage network helps our investment brokers assist their clients in a variety of ways. Take the owner of this 50-unit apartment property located in Sonoma County California. Not only did she desire to sell this property, she also wanted to exchange her interest into other assets that were closer and required less management.

Prior to listing the property with Marcus & Millichap, it had been on the market with another broker for six months with limited activity. The marketing challenge included the property's deferred maintenance and higher than average vacancy.

Things changed quickly when the seller selected one

of our apartment specialists from San Francisco to represent her interests.

Within three weeks of implementing a vigorous marketing plan, our agents generated three offers from qualified investors. One of these offers resulted in a quick sale within 99 percent of the listed price.

Next the agent used our listing system to identify qualified exchange properties. The client eventually agreed to exchange into an apartment building in San Francisco and an office building in Menlo Park, both of which were located in the firm's existing inventory. As a result of this transaction our client's annual cash flow increased from \$70,000 to more than \$200,000.

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