

WE DON'T JUST LOCATE A BUYER... WE "MAKE A MARKET"



At Marcus & Millichap our mission is to "make a market" for each property we represent. Market forces can be powerful and we have more than 30 years of experience in knowing how to harness market forces for the benefit of our clients.

For example, consider this 120-unit apartment property in Davis, CA. The owner was not convinced he needed exclusive representation in one of the strongest apartment regions in the country. However, one of our apartment specialists from San Francisco was confident in his ability to add value and obtained the exclusive marketing rights.

The agent prepared a comprehensive marketing plan and marketing materials that disclosed the property's current need for rehabilitation but also emphasized the opportunity for future appreciation. This information was then shared with our network of apartment specialists in the San Francisco Bay Area, throughout California and across the country.

Nine offers were generated from highly qualified buyers and the resulting competition motivated buyers to write offers without financing contingencies, drove the price above list and caused the ultimate buyer to agree to purchase the property "as is" with no credit for repairs.

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Market Makers for the Nation's Multi Housing Industry