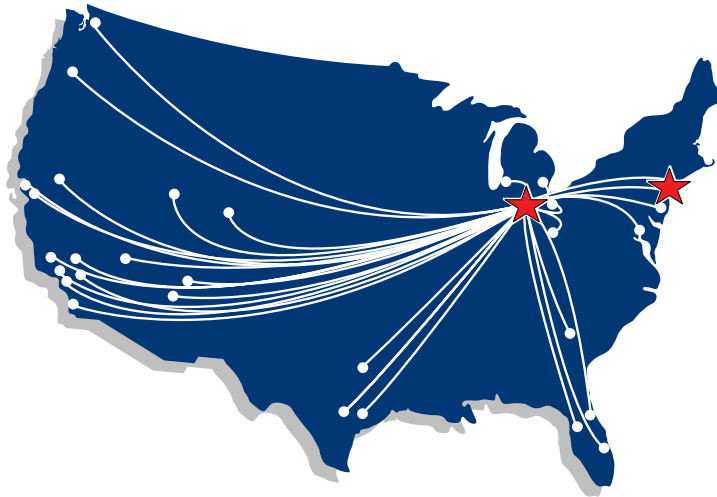


## EAST COAST OWNER USES NMHG TEAMWORK TO MAXIMIZE VALUE



When a New York-area accountant decided to sell his 130-unit apartment property in Indianapolis, he selected Marcus & Millichap to represent him in the sale. The marketing team included one of our apartment specialists from Fort Lee, NJ and another from Indianapolis.

The two agents completed a detailed analysis of the apartments along with a recommended listing price of \$5.8 million. They also formulated a detailed marketing plan and a strategy to promote the property's value.

During the first 10 days the property was in the Marcus & Millichap system, the agents completed 14 on-site showings and received several below-list offers from out-of-state investors. Ultimately, as a result of this competition, a local Indianapolis investor made a bold move to control the opportunity.

His new offer included an initial deposit of \$100,000, a short contingency period, no financing contingency and a \$100,000 premium above the listed price. The sale closed as offered, in 30 days.

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