

OFFICE LANDLORD REPRESENTATION

CASE STUDY



Highland Park West
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Project Background:

In June 2019, Jared Laake and Richmond Collinsworth with Bradford Commercial Real Estate Services were tasked with leasing-up Highland Park West which was only 35% occupied at the time and had large, non-functional suites that had been vacant for many years.

The Challenge:

The team needed to find creative solutions to lease up the building and bring new life to vacancies that had been empty for over 3 years.

The Solution:

- Replaced outdated marketing materials with updated and complete listing information
- Hired a professional photographer and videographer to further enhance marketing materials.
- Collaborated with ownership to make updates to the building:
 - Updated common areas.
 - Replaced outdated ceiling tiles in corridors and added much needed new LED lighting.
 - Updated HVAC system
 - Constructed two new spec suites to showcase new building finishes.
 - Thoroughly cleaned and removed debris/storage from vacancies so that they show better on tours.
 - Hired a new landscaper.
 - Created floor plans that would have 2nd and 3rd generation benefits.
- Conducted an extensive boot-on-the-ground campaign taking the updated marketing materials to businesses in the area

The Result:

Within 8 months, Bradford was able to sign 5 new deals and 1 renewal, bringing the building from 35% to 70% occupancy with an average lease term of 5 years. In addition, the Bradford deals had base rents substantially higher than existing tenants and brought in a tenant mix of business professionals that ownership desired.