

SUCCESS STORY

How'd They Do That?



Nick Talley
EVP/Managing Partner
817.921.8177
ntalley@bradford.com



Brandon Alexander
Broker Associate
817.921.8180
balexander@bradford.com

Bradford Commercial inks 24,898 sf deal at Railhead Business Center.

Both senior and junior brokers are asked to make marketing calls in the field in an effort to generate leads for existing business as well as to earn future business. A collaborative effort is sometimes made by both a senior and junior broker, which was the case in the success story for Dana Safety Supply, Inc. Nick Talley and Brandon Alexander made targeted cold calls in the north Fort Worth submarket during first quarter of 2019. One of the calls that was made that day was to Dana Safety Supply, Inc. It was clear that the tenant was outgrowing the space they were occupying and would need additional space in the near future. The catch to the deal was the term left on their current lease and the amount of parking they would need in the future as they expanded. The details of the cold call were logged into our CRM system and tracked to be followed in the months to come. Some new product was delivered to the market which provided for an opportunity to follow up with the prospect and present the new options. At the follow up meeting we were able to discuss creative options for moving out of their current space which would allow them to move and expand. Ultimately the prospect was able to agree to terms on a buyout with their Landlord and move forward on a new lease in a bigger facility.

Brandon and Nick were able to negotiate a lease at Railhead Business Station, a project controlled by Bradford. The marketing efforts resulted in the Landlord receiving a 10 year lease and taking the occupancy of the project back up above 90% and setting new highs in rental rates for the project.



Leasing 5,000,000 SF annually in the Metroplex

Full-service commercial real estate services including project leasing, brokerage, management, investment and tenant advisory services

*Transaction
completed in
2019*

3100 McKinnon Street, Suite 400
Dallas, TX 75201

office 972.776.7000
fax 972.776.7083

bradford.com



How'd They Do That?



Nick Talley
EVP/Managing Partner
817.921.8177
ntalley@bradford.com



Katherine Graham
Broker Associate
817.921.8178
kgraham@bradford.com

Bradford Commercial awarded Leasing Assignment for 7800 South Freeway in Fort Worth

When a junior broker starts at Bradford they are teamed with a Senior broker for training, education, and guidance. In the case of Katherine Graham she was teamed with Nick Talley and was put through the basic "on boarding" at Bradford. Upon completion of this she was ready to start researching and learning the submarkets of Tarrant County. A learned opportunity happened when Nick and Katherine were out researching the market. The advice passed along to Katherine was to "pay attention to and look for vacant buildings or underutilized buildings." As we passed a building that had sat vacant for years we made note of the address to research when we got back to the office. Katherine took the initiative to do some preliminary research and find contact information for the owner. We made several calls together in an attempt to reach the ownership group, but were unsuccessful. Katherine made it a priority to follow up with the prospect weekly and was finally able to connect with the ownership group. Upon making the connection they did tell us they would consider selling the building if we could bring them an offer. After making contact and establishing a relationship we were able to bring an offer to the ownership group that was ultimately accepted.

This created a relationship with a new buyer, created a new listing opportunity for Bradford as well as create a relationship with the seller who has other product in the DFW area which could be potential future business.

Leasing 5,000,000 SF annually in the Metroplex

**Full-service commercial real estate services including project leasing,
brokerage, management, investment and tenant advisory services**

*Assignment
Awarded in 2019*

3100 McKinnon Street, Suite 400
Dallas, TX 75201

office 972.776.7000
fax 972.776.7083

bradford.com

