



# CASE STUDY

CHARLOTTE, NC MSA • OVER 80,000 SF • PRICE: \$7,310,000

## SELLER PROFILE

Privately owned. It was their only asset.

## BUYER PROFILE

Private regional investor.

## PROPERTY PROFILE

Class B+/A- asset. Mix of climate & non-climate controlled units. Recent climate controlled expansion.

## THE STORY

- Our marketing and sales team generated considerable interest in a smaller market with light institutional presence.
- Family owned and operated in a rural but high growth market.
- Light demographics, 13,000 people in the 3-mile and under 30,000 in the 5-mile.
- Leveraged multiple new residential developments to frenzy the buyer pool.

## THE RESULTS

Seller had extensive dialogue with a REIT many years before going to market. Generated 8 competitive offers.