



## CASE STUDY

*“Within two weeks, we were able to identify five strong buyers, negotiate, and land at an outstanding sale price and extremely fast close”*

**THOMAS ERWIN, INDUSTRIAL SERVICES VICE PRESIDENT FOR MOODY RAMBIN**

### OWNER'S GOALS

To successfully exit an extremely specific property at the highest possible price, all while considering high marketplace volatility.



For More Information:  
(713) 773-5500

1455 West Loop South, Suite 700  
Houston, TX 77027

[www.moodyrambin.com](http://www.moodyrambin.com)

ATHLETES  
POWERED BY D1

### 3000 Belmeade Dr

3000 Belmeade Dr, Carrollton, TX 75006

### SITUATION ANALYSIS

Former professional athlete and owner of 3000 Belmeade determined that his athletic training business had run its course. Sitting at ± 19,474 square feet on ± 4.86 AC of land, the owner knew this fully-equipped training facility had the potential to yield significant exit values; although, he recognized the challenge of selling this niche property in a vast industrial market sector. In light of this, the owner found the strategic assistance he needed by partnering with Moody Rabin's Industrial and Investment Services team, utilizing its brokers' seasoned knowledge to help maximize the overall sale value of this unique property.

### STRATEGY & SOLUTION

The industrial team promptly established an aggressive, yet tactical marketing campaign that highlighted 3000 Belmeade Drive and its most valued features. Moody Rabin considered many avenues to attract the attention of high-dollar buyers. Initially, brokers considered setting a high asking price to see where offers would fall but ultimately opted to eliminate an asking price to see where offers would fall but ultimately opted to eliminate the asking price despite the potential risk of lowball offers from buyers.

Strategically leaving out an asking price created a 'buzz' among potential buyers, generating multiple offers quickly. Although the initial offers from buyers stood low, the team wasted no time addressing brokers and buyers upfront, stressing the high level of competition amongst the property's potential buyers. Each offer increased at an average rate of \$1.5M as brokers remained steadfast in their strategy, boosting the competitive value of the asset at hand.

### RESULTS

Within 45 days, the Moody Rabin Industrial and Investment Services team identified the highest possible price from the highest qualified buyer; from there, the overall transaction period lasted only two weeks.

Moody Rabin's extensive relationships with major real estate investors, paired with a strategic marketing campaign implemented by the team, allowed an ever-shifting market to naturally do its job and work. With the 'right' properties and team, it typically garners the best results.

All in all, Moody Rabin's expertise in industrial and investment sales allowed the team to effectively advise the owner on how to best position their property, resulting in them exceeding the client's expectations and achieving a highly favorable transaction in the fastest period of time.