

CASE STUDY: Former GM Training Center 9039 Beach Boulevard



- **The Challenge:** JP Morgan opted to sell an unoccupied former GM training center located in Jacksonville, Florida. Stanton Hudmon was appointed to represent the seller in the transaction. The challenge was to find a user for this unique property outside of the automotive industry.
- **The Plan of Attack:** Stanton persistently searched for an appropriate user in many different industries. The property was marketed to a variety of buyers, while at the same time interest was generated from many prospective lessees. Using the activity in leasing as an incentive, he was able to present the property as an attractive site to investors. Stanton began by communicating with local investors, using his contacts until he found the ideal investor.
- **The Results:** After an exhaustive search, the property was sold to an investor for \$1,045,000 who in turn leased the building to a church.



Pine Street / RPS

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