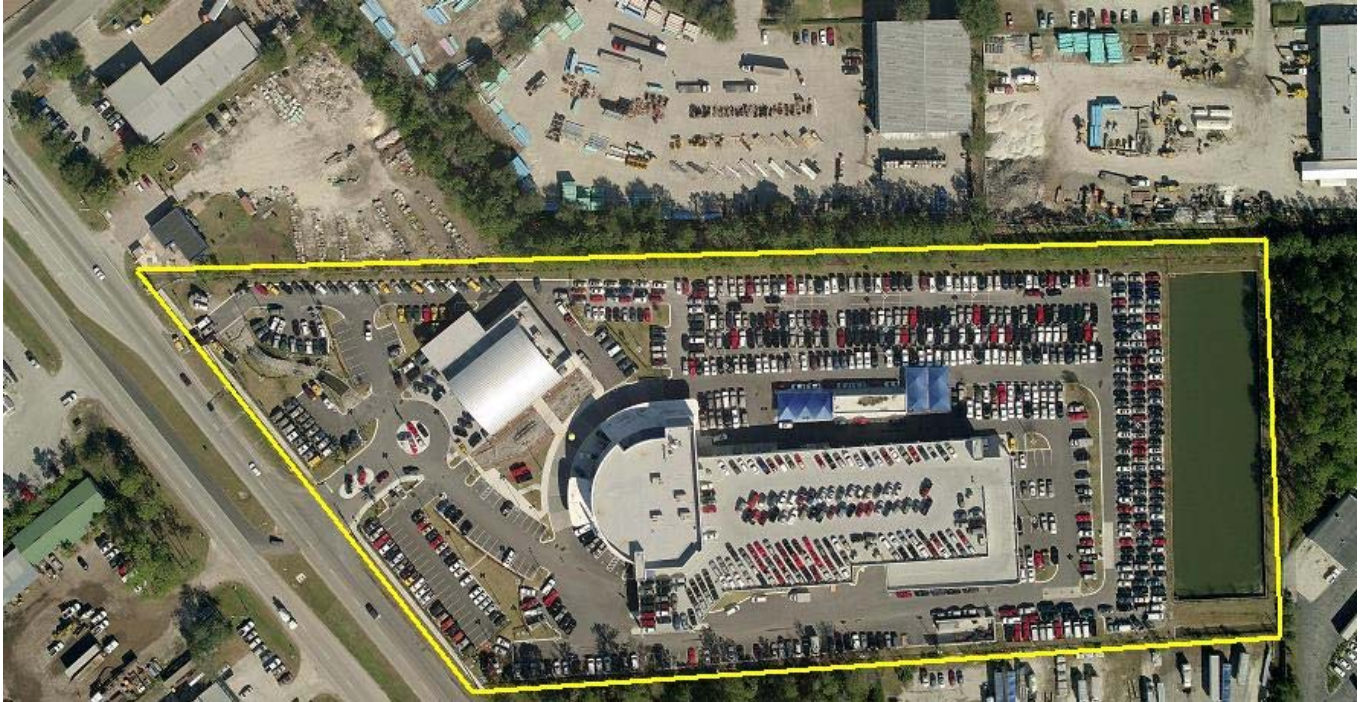


CASE STUDY: U.S. 1 North at SR 9a



- **The Challenge:** The ownership of a 10.6 acres located on US 1, North of SR 9a in Jacksonville, Florida opted to sell this property that they had recently acquired. Stanton Hudmon was engaged to represent the seller in the transaction. The challenge was to generate a price that was substantially higher than what the ownership had recently paid for the site. Additionally, there were wetland issues that if not mitigated, would take away from the value of the land.
- **The Plan of Attack:** The owner had bought the land based largely on Stanton's recommendation. Because of our market knowledge, we convinced the ownership that they could obtain a larger return if they sold the land instead of developing it for their own use. In regards to the wetlands, we were able to mitigate this property by purchasing credit, thus making the entire property developable. Using our local, retail real estate experience, along with our national retail connections, we were able to maximize the market reach through contact with a variety of national, regional and local retailers and retail developers, in addition to potential auto dealerships. Although our efforts created considerable demand from potential buyers, we still had to convince the potential buyers of both the strength of this site today and the long term investment value of the property.
- **The Results:** After an aggressive marketing effort that resulted in three top buyers, the property was sold for a **65%** increase in price in less than one year.



Pine Street / RPS

1923 Southampton Road, Jacksonville, FL 32207

Phone: (904) 398-1044, Fax: (904) 396-2545

e-mail: shudmon@pinestreetrps.com