

# CASE STUDY

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## Services

Transaction Management

## CHALLENGE

- Evaluate Portfolio of Underperforming Assets
- Awarded 27 Closed Fee Assets to Sell
- Decentralized Disposition Process
- Inconsistent Store Closure Process-Keys/Equipment/Maintenance
- Fractured Deal Assessment/Approval Process
- Immediate Need to Monetize Portfolio

## SOLUTION

- Utilize CBRE Scalable Resources
- Develop and Implement Consistent Process and Reporting
- Perform Market Analysis on Underperforming Assets
- Manage Closures with Local Broker & Client
- Immediate implementation of e-marketing utilizing CampaignLogic and developed Lone Star web page.

## RESULTS

- \$18.6 Million Closed and Under Contract Assets in 6 months
- Performed Market Analysis for 57 Underperforming Stores
- CBRE's relationship expanded into Corporate Service Account

## Client Contact

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