

CASE STUDY



Services:

Expedite the Sale of
Yum! Brands Surplus
Properties

YUM ! BRANDS SURPLUS PORTFOLIO

CHALLENGE

Yum! Brands owns the fast-food concepts of Pizza Hut, Taco Bell, KFC, Long John Silver's and A&W. Their surplus properties are predominantly located in suburban and secondary markets. The properties are deed restricted against future use to competing concepts. The challenge is to obtain the highest pricing by selling the properties for alternative uses.

SOLUTION

CBRE Portfolio Services created a disposition team which includes CBRE sales professionals and CCIM members. The disposition installed visible signage and targeted compatible users/buyers such as dine-in restaurants, sandwich shops, professional offices, coffee shops, donut franchises, expansion space and check cashing facilities.

RESULTS

CBRE Portfolio Services and its disposition team successfully sold twenty-eight (28) properties for alternative uses. The total value of the properties was \$13.5 million.

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