

Leasing Efforts by Otto Travieso of Real Capital Partners Stabilize Retail Property in Miami



4850 SW 8th Street Miami, FL 33134

Challenge:

The property owner has a tenant vacating within 2 months. The property, a free standing building, consists of a 1,896 sf structure on a 6,103 sf site on a high traffic corridor. The property has been operated as a dry cleaner for over 40 years, and is outdated. A new roof, ceiling, flooring, and paint is required. The owner has limited resources to do any improvements and is asking top dollar for the space. The owner brings in Otto Travieso to re-position and re-lease the property.

Actions:

Otto Travieso launches a strategic marketing campaign. The campaign begins with marketing to local brokers and a personal list of local and national tenants. Otto then proceeds to a second phase of marketing that includes canvassing the area for potential tenants.

Results:

- Initially, another dry cleaners commits to the space. The owner preferred not to have another dry cleaner, but full price is negotiated. The tenant, ultimately, pulls out during lease review phase.
- Shortly after the tenant vacates, a mattress store makes an offer. Otto once again negotiates full price for the space. However, the tenant requests 6 months of free rent to make much needed improvements. The landlord refuses to give more than two and the deal falls apart.
- Through the canvassing efforts, Otto finds a tenant from the shopping center across the street. The tenant is a Metro PCS store, which is 7 months away from lease expiration. Otto negotiates a very good lease rate just under list price. More importantly, Otto encourages the tenant to contact Metro PCS corporate offices for the approval of the site and corporate resources to improve the free standing building. Metro PCS approves the site and backs the tenant. The lease is signed and the owner is not required to pay for any improvements to the property.