

Bristol Group Case Study

Requirement

In May 2022 NAI James E Hanson was hired to handle the marketing and leasing of a 12 building, 216,128 square foot portfolio after previous leasing expectations were not being met. The portfolio consisted of 11 Class B industrial buildings and one (1) commercial building. The portfolio is located in New Brunswick, NJ and owned by the Bristol Group out of San Francisco, CA.

The majority of the units were leased with multiple renewals coming due through the end of 2022. Vacancy was low but Bristol Group tapped NAI Hanson's local market knowledge and negotiation tactics to ensure that vacancy did not increase and to drive higher rental income.

Approach

Through aggressive research and preparation, NAI Hanson developed a marketing plan that not only highlighted the features and benefits of the portfolio, ownership, and location, but also outlined a series of competitive advantages that accentuated this building set over other competing properties in the submarket. This included targeting companies in need of a highly educated workforce (i.e. pharmaceutical groups) that could pull from local colleges and universities to meet their hiring needs as they grew.

In addition to the marketing plan, the NAI Hanson brokerage team gave input and assisted ownership in making sure all vacant units had the correct make ready work done to increase first impressions with prospective tenants. This included but was not limited to whitewashing warehouse space, installing motion sensor LED lights, and creating market standard office to warehouse ratios.

Results

Over the first few months of handling the portfolio, NAI Hanson assisted Bristol Group with the negotiation and signing of five (5) renewals across the park, all of which increased over the previous rate. Once units started to become vacant from tenants not looking to renew, we implemented a very aggressive marketing campaign to get information into the hands of as many interested parties as possible and began conducting site tours. We assured that all team members including our marketing staff were fully versed on all the features and benefits of both the area and building specifics.

When NAI Hanson was hired to handle the portfolio, leases were being signed in the range of \$12.75 NNN. Today, new leases are being signed as high as \$18.25 NNN, resulting in more than a 40% increase. Driving higher new lease comps allowed us to build our data base for troubling or problematic renewals, giving us more data to provide to existing tenants and ease negotiation.