

Dean Oil Case Study

Approach

It all started with a promotional letter...one of our Senior Vice Presidents of NAI James E. Hanson was representing BP/Amoco and was challenged to find sites for them to build their gas stations on. Part of NAI's marketing campaign included a mass mailing of a letter to gas station owners throughout New Jersey.

Six to nine months after the letters were mailed, one of the recipients, Gil Morse of Dean Tires, contacted us. Mr. Morse had properties in New Jersey and hired us to represent his company. We sold three of their properties to Strauss Automotive.

Results

As a result of the Dean Tire Sale, Mr. Morse, recommended us to Jack Fielder, owner of Dean Oil. Mr. Fielder met with us and hired him to sell eight sites in New Jersey. We contacted one of his former clients, JTS Properties, a buyer of service stations, and sold all eight sites to them.