

Small Business Client – Case Studies

Case Study #1

Client Goal

Local restaurant entrepreneur wanted to upgrade location and appearance of one of their two locations to generate increased traffic flow and profits.

Services/Action

- Managed site selection process to identify all available locations and land sites in the local marketplace that met client's criteria
- Site selection process included demographic and financial analysis reporting – **Coldwell Banker Commercial**[®] analyzed existing vs. build-to-suite alternatives and cost differentials

Results

- Located a 9,000+/- square foot restaurant facility
- Successfully completed a build-to-suit lease with a purchase option
- Due to success of transaction Client enlisted **Coldwell Banker Commercial** to represent them in multiple locations

Case Study #2

Client Goal

Regional retail franchisee looking to increase market penetration by adding locations

Services/Action

- **Coldwell Banker Commercial** provided site selection and analysis to find an accessible location where the client's business would be able to maximize visibility and traffic
- Conducted financial analysis to meet client's financial criteria
- Conducted demographic analysis to ensure that the local population would serve as appropriate consumers for client's business and the location would have enough trade area to support the business

Results

- Secured two properties in prime locations
- Negotiated favorable long-term leases below market rates for new locations as well as the current location