

DEAL STORIES



CREATING MARKET COMPETITION WITH A
CONFIDENTIAL LISTING IN A TERTIARY MARKET

VILLAGE CROSSING

\$5.475 MILLION
SPRING ARBOR, MICHIGAN

Marcus & Millichap
VHG CRE GROUP

CHALLENGE

The property was in a small town and the owner had a long-lasting relationship with his tenants for over 20 years. Therefore, the owner did not want to publicly market the property online, as it could have potential cause for concern among the tenants. At the same time, the owner wanted to ensure the property was exposed to the market to generate competition and maximize value.

ACTION

Darin Gross from Marcus & Millichap developed a discreet, offline marketing strategy. He exclusively reached out to his database of qualified buyers for this type of property and required all interested parties to sign a Non-Disclosure Agreement (NDA) to maintain confidentiality.

RESULT

Within the first week of marketing, Darin generated multiple offers, which he leveraged to create competition amongst the buyers. This strategic approach resulted in a sale price that was within 97.27% of the list price and a contract-to-close time frame of just 72 days.

TESTIMONIAL

"My property was in a small town, so it was important to me to not have my tenants find out I was marketing the property. At the same time, I wanted to make sure we would be able to create a competitive market environment. Darin listened to my concerns and was able to put together a confidential marketing plan, leading to a successful closing." - Gordon Milnes (Seller)