

Solutions

C H A M P I O N

Client: **Champion Partners &
NDC Capital Partners**

Challenge:

The client was constructing a state-of-the-art 600,000 SF distribution facility, expandable to over 1.2 million square feet, in Cecil County, Maryland. This facility represented the first speculative offering of its type in this emerging market, which traditionally sourced build-to-suit deals from more established markets like Eastern Pennsylvania, Harford County, MD and Southern & Central New Jersey. For these reasons, the client sought a marketing team that could effectively market the property on a regional scale in order to identify and obtain the ideal users.

• *Landlord Representation*

Services:

Industrial specialists from Colliers L&A and Colliers Pinkard collaborated to form a regional marketing team in order to effectively promote the property and source potential deals from the more established regional distribution markets where the various team members were based.

Results:

The marketing team has combined efforts to raise awareness of the project among relevant users, the brokerage community and active prospects in the regional marketplace. Through their efforts, the marketing team has identified and pursued a multitude of prospects, who are actively seeking a total of over 35,000,000 SF of space in the regional markets.

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