



STAFFORD BARRETT
COMMERCIAL BROKERAGE

Class A Office Project Leased to Full Occupancy After Sitting Vacant for Years



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CHALLENGE

First generation shell vacancy in a soft office market

The Rock Prairie Professional Building was developed in 2016 as a flexible multi-tenant office project. Due to the increase of new office inventory in the market as well as the project's perceived lack of road frontage, the RP Professional Building was often looked over and reserved as a second-choice.

ACTION

Consistent client communication and creative solutions

After the project sat vacant for its first two years on the ground, Ken Belden at Stafford Barrett was selected to market and lease the 6,000 SF vacancy. Ken communicated with the Landlord regularly about what prospects had been reached out to and what the potential sticking points were in leasing the center. This communication allowed the team to think outside the box and widen the range of potential users for the building, leaving no stone unturned along the way. This creative thinking allowed Ken to engage and begin conversations with business concepts that were considered outside the normal realm for this kind of development.

RESULT

A fully occupied project with long term leases

- The Rock Prairie Professional Building was selected as the finalist for a private training concept, as well as national home health care group: Traditions Health.
- Ken Belden worked diligently with both tenant's representatives to put together mutually beneficial and aggressive lease packages.
- After three years of sitting on an empty project, the client now has a fully occupied investment with long term leases.

"Ken's willingness to discuss all options allowed us to fill a 6,000 SF project that struggled to gain traction since it's completion. Ken worked diligently to provide comprehensive feedback and showed superior negotiation skills that balanced aggressive tactics and creative problem solving. We needed a broker that could go outside of the box and have a genuine interest in working with small business owners: we found that with Ken and his team."

Dr. Ketan Sukkawala, DDS, Owner



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