

82 Cambridge Street | Burlington

Case Study



Challenge

NAI Hunneman was hired by Northland Investments to market a 69,050 SF, two-building, office/R&D facility for lease at 80-82 Cambridge Street in Burlington, MA. The complex had been vacant for several years and was challenged with deep floor plates and aging systems.

NAI Hunneman commenced an aggressive marketing campaign and saturated the market with electronic, print, and social media outreach. The marketing team cast a wide net and left no stone or creative idea unturned.

Results

NAI Hunneman's marketing efforts led to an above-market offer to purchase the facility from MII Realty, LCC. The buyer was willing to pay an over market price, and work through rezoning the site to secure the best location in Burlington for a high-end (Mercedes) dealership.

Northland Investments sold the property for \$9,150,000 and successfully exited the investment.