

One & Three Burlington Woods Case Study



Challenge

In April 2011 The Davis Companies acquired One & Three Burlington Woods. The company spent close to \$3 million in capital improvements to the buildings located in the heart of the Rt. 128 office market. The two building park was struggling with an overall vacancy rate of 63% when The Davis Companies engaged NAI Hunneman to take on the assignment

Results

NAI Hunneman developed a full scale marketing campaign for the property including a new brand, an in house marketing suite, all new materials, a messaging campaign utilizing direct, electronic and social media channels and a signature event to reintroduce One & Three Burlington Woods to the broker and user community.



In just over a year's time, within a still recovering real estate market, the NAI Hunneman team completed eight lease transactions bringing the occupancy level from 63% to 98.6%. Because of these efforts, The Davis Companies was then able to sell the property for a record price, delivering nearly \$20 Million in gross proceeds.

Increased Value by \$20 Million