



CASE STUDY

**270,000 SF Industrial Building
Filled to 100% Occupancy During
Global Pandemic**



Quick Glance:



PROPERTY:
2510 Snow Rd.



PRODUCT TYPE:
Warehouse/Distribution
Space



SQUARE FOOTAGE:
270,000 SF



LOCATION:
Lansing, MI



SERVICES:
Professional Marketing &
Leasing



517 351-2200
martincommercial.com

The Challenge

After a large industrial tenant vacated 2510 Snow Road, 270,000 SF of industrial space came on the market for lease. The landlord engaged Martin Commercial Properties to lease the space for the highest possible price in the shortest period of time, with the intention of ultimately selling the property to an investor.

This was a challenging task due to the large size of the building in a tertiary market as well as the uncertainty in the economy spurred by the COVID-19 pandemic.

The Solution

Our industrial team led marketing efforts on this assignment and encouraged ownership to remain open to multiple users occupying the space. Martin created an aggressive strategy that would most effectively expose the property to the broadest number of industrial users in the Midwest.

Martin's industrial team benefits from the only Mid-Michigan professionals who have earned the coveted SIOR (Society of Industrial and Office Realtors) designation. SIORs stay at the forefront of innovation in the industrial real estate industry and represent the world's most knowledgeable and experienced commercial real estate brokerage specialists.

The Results

Martin Commercial Properties assisted Snow Road, LLC in achieving its goals, fully leasing the property through two transactions with the State of Michigan and Kuehne + Nagel, Inc., each taking half of the space. Our team successfully positioned the property to help Snow Road, LLC sell the property to a national investor.

"We appreciate Martin's help in advising us on strategic decisions for our property and showcasing its value. Martin created a positive experience for us with their professionalism and expertise, even with the hardships of the pandemic."

~Roger Levin, Snow Road, LLC