



# SUCCESS STORIES

## 100% Occupancy Achieved for Three Retail Centers Despite Challenges of Global Pandemic



### Quick Glance:



**PROPERTIES:**  
13070 S. Old US-127  
(Crossroads Center)  
2160 W. Grand River Ave.  
(LTG East)  
5128-5224 S. Cedar St.  
(Jolly-Cedar Plaza)



**PRODUCT TYPE:**  
Retail Space



**PROPERTY SIZE:**  
6,680-40,040 SF



**LOCATION:**  
Greater Lansing's East,  
South, and North Submarkets



**SERVICES:**  
Professional Leasing and  
Property Management

### The Challenge

Brick and mortar retailers suffered a heavy blow from the COVID-19 pandemic of 2020-2021. Lockdown restrictions throughout the state prompted changes in consumer shopping behavior away from physical stores and toward e-commerce, which resulted in slowing foot traffic, falling sales, and widespread retail store closures. Three properties managed by Martin Commercial Properties were hit hard, posting new vacancies in a weak market.

### The Solution

Martin's property management team engaged Martin's retail team to design and implement a robust marketing strategy that would identify retailers less affected by the pandemic and aggressively expose the properties to them for consideration as relocation or expansion space. Throughout the marketing process, our retail team maintained communication with both the landlords and property managers, providing timely updates on transitional state mandates, market activity, prospective tenant interest, and the status of lease negotiations.

### The Results

Despite severe state-mandated restrictions to brick-and-mortar retailers and market vacancies hovering near 20%, Martin Commercial Properties secured long-term lease commitments from **Koi Tea**, **Hungry Howie's**, **Everything is Cheesecake**, and more, bringing each center to 100% occupancy.

*"Martin's professionalism and expertise allowed for us to move forward during a difficult time. Martin did a fantastic job of guiding us every step of the way, and the retail team's strong understanding of the market helped us make informed decisions. We always have a positive experience working with Martin."*

~Sam Kethireddy, Jolly-Cedar Plaza LLC



517 351-2200  
[martincommercial.com](http://martincommercial.com)