



CASE STUDY

Martin Increases Occupancy at Northbrook Office Park to 96%



Quick Glance:



PROPERTY:
Northbrook Office Park
2920-2944 Fuller Ave. NE



PRODUCT TYPE:
Professional Office Building



PROPERTY SIZE:
110,000 SF



LOCATION:
Grand Rapids, MI



SERVICES:
Consulting
Strategy
Marketing
Professional Brokerage



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The Challenge

H&H Management and Development, owners of Northbrook Office Park, engaged Martin Commercial Properties to increase occupancy through customized leasing and marketing services. The 110,000-square-foot facility needed an effective marketing strategy to attract new tenants to the nearly 50% vacant office park.

The Solution

Martin assessed the usability of the available spaces and consulted with ownership in relation to their investment plan. H&H Management and Development made a commitment to the investment plan; outdated elements were updated with newer mechanicals, the building exterior was given a fresh and modern façade, and large-scale tenant improvement projects were implemented. A customized marketing strategy was developed by Martin to promote the available space and property improvements.

The Results

Leasing over 50,000 SF since project inception, Martin increased occupancy to 96%, creating nearly \$500,000 in annual lease value. Attracting quality tenants such as D.A Blodgett - St. John's, AFLAC Insurance, Susan G. Komen Foundation of Michigan, Valorous Circle and Specialized Computer Solutions, Martin's office team executed and delivered on a tailored marketing program that added long-term presence and vitality to the property.

"Martin's resources went to work at Northbrook Office Park, bringing new tenants and providing guidance on our team. Their hard work and counsel have helped elevate Northbrook Office Park to the top of our portfolio."

~Steve Pestka, H&H Management and Development Company