

CASE STUDY
PLAZA 6000
6000 E Evans, Denver, CO

On March 15, of 2013, Fairbairn Commercial, Inc. sold Plaza 6000 to Residential Ventures for Ameriprise Financial out of Minneapolis. The three (3) building, 106,065/SF complex is located in the Colorado Boulevard office submarket, one mile east of I-25 and Evans. At the time of the sale, the occupancy rate was 33.38% (or 66.62% vacant).



Through our marketing efforts, we have brought the occupancy of Plaza 6000 back to 94.03% as of July 8, 2014 (or 5.97% vacancy). From March 15, 2013 to July 8, 2014, there were 44 leases signed for 70,661/SF at Plaza 6000. Current vacancy in the Colorado Boulevard market is 20.5% (or 79.5% occupied on 3.803 million square feet).



Our marketing plan ensures all bases are covered with our 5-finger approach:

1. Direct cold calling (door-to-door) to buildings in direct competition with the subject property within a close radius to the subject property.
2. Eblast program on a weekly basis to all office brokers in the Denver area detailing availabilities and any current brokerage promotions.
3. Effective marketing collateral (signage, banner, brochure, current as-built drawings) sent via email as well as at all showings.
4. Rewarding the brokerage community fairly and timely.
5. Speed-to-market – we pride ourselves on servicing all inquiries in a timely fashion, whether it's a broker or a direct deal (as well as being at every showing, no matter the size).

Our marketing program works, as you can see, and is not used by other brokerage firms. We do what we say we are going to do and get results.

