

**CASE STUDY**  
**CLEAR CREEK OFFICE PARK**  
**4251 Kipling Street, Wheat Ridge, Colorado**

On August 1<sup>st</sup> of 2012, Fairbairn Commercial, Inc. took over the listing on Clear Creek Office Park, which is located at 4251 Kipling Street in Wheat Ridge, Colorado. Clear Creek is a 77,581/sf, five story office building that was built in 1982. At the time we took over this listing, there was 20,504/sf available, or an occupancy rate of 73.6%.



Through our marketing efforts, we have brought the occupancy of Clear Creek Office Park back to 95.64% occupied as of February 1, 2014. From November 1, 2013 to February 1, 2014, we signed eight leases totaling 14,356/sf at Clear Creek Office Park. Current vacancy in the West Denver market is 17.6% (on 2.375 million square feet total).



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.

