

ADVISORY SERVICES: **Industrial**

Sale Leaseback



Challenge

Rotary Pen, the largest USA based pen manufacturing company (120 million pens per year), was seeking to raise capital in order to diversify and grow their 3rd generation business. With a slowing real estate market and limited capital opportunities, the prospects of finding an investor in the company would be challenging.

Action

A sale leaseback strategy, including a comprehensive lease analysis and marketing plan, was implemented on a national, regional and local basis. The property was presented on multiple marketing platforms including immediate direct marketing to all competing brokerage firms, national sales calls, multiple real estate listings services and the creation of a custom website.

Result

Multiple offers were received for the investment and the property was under contract within forty (45) days of the listing date. A sale was concluded close to the asking price to a local investor that we had a long term relationship with.

By paying off a high interest rate credit line, Rotary Pen was able to reduce their monthly real estate expenses by 66% and redeploy the capital into the growth of their business.



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