

# CASE STUDY



1559 S. STATE COLLEGE BLVD., ANAHEIM

# 1559 S. STATE COLLEGE BLVD., ANAHEIM | ±6,200 SQ. FT. LEASED

## SECURED A QUALIFIED TENANT WITH ZERO DOWNTIME AT A MARKET HIGH LEASE RATE

### CHALLENGE:

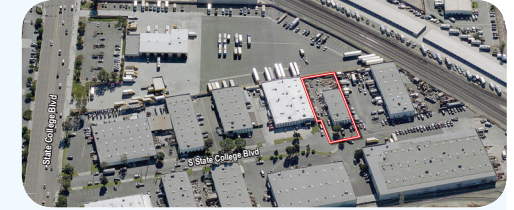
A repeat client of the Cargile Commercial Group needed assistance securing a new tenant for a 6,200 sq. ft. industrial building located in Anaheim. Due to the building's desirable location, excellent freeway access, and oversized yard, the client wanted to obtain a premium lease rate from a new tenant. Loren Cargile was hired by the client because of his knowledge of the north Orange County industrial market and ability to create and execute a marketing plan that would generate strong interest in the building.

### SOLUTION:

Loren immediately recognized the unique features and amenities that this building offered. After reviewing completed lease transactions of comparably sized buildings, Loren established a lease rate that was reflective of the building's uniqueness. From there, Loren launched an aggressive marketing campaign that targeted local and regional businesses who needed a large yard area and access to multiple freeways. Loren also broadcasted the marketing information to several multiple listing services, various Internet resources, and local/regional brokerage offices.

### RESULTS:

Loren's marketing efforts led to multiple offers within three weeks of launching the property to the market. Loren assisted the owner in selecting the most qualified tenant at a lease rate that was 96% of the asking rate. Additionally, the lease with the new tenant commenced immediately after the previous tenant vacated the building, which meant zero downtime for the client.



**CLIENT:**  
**SEAWARD RE, LP**

**TRANSACTION TYPE:**  
Single Tenant Building Lease

**LOCATION:**  
Anaheim

**TOTAL CONSIDERATION:**  
\$346,826



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