

# CASE STUDY



2050 E. LA CADENA, 2222 KANSAS AVENUE, RIVERSIDE

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## HELPED A SELLER COMPLETE A SALE TO EXCHANGE INTO OTHER ANOTHER ASSET PROFILE

### CHALLENGE:

An Orange County-based investment group and repeat client of the Cargile Commercial Group acquired a two-building business park in Riverside at the beginning of 2008. After 9 years of ownership, the client decided to sell the asset and exchange into coastal residential properties. Given their previous relationship dealings and familiarity of business park sales, the Cargile Commercial Group was hired by the client to handle the disposition of this project.

### SOLUTION:

The Cargile Commercial Group developed and executed a tailored marketing campaign for the subject property that highlighted the property's freeway visibility, above-standard parking ratio and flexible unit sizes. The Cargiles also drew upon previous successful business park dispositions and provided a list of recommended exterior renovations to the seller that enhanced the physical appeal of the property. The combined marketing efforts and completed renovations resulted in multiple offers for the property.

### RESULTS:

The Cargile Commercial Group ultimately identified a buyer whom they had previously done business with and was also in a 1031 exchange. The project was successfully sold to the exchange buyer, which allowed the seller to fulfill their goal of exchanging the proceeds into coastal residential properties.



**CLIENT:**  
BIRTCHE INVESTMENTS

**TRANSACTION TYPE:**  
Business Park Sale

**LOCATION:**  
Riverside, CA

**TOTAL CONSIDERATION:**  
\$4,040,000



**LOREN CARGILE**  
Senior Associate  
Lic #01431329  
714.935.2306  
lcargile@voitco.com



**MIKE CARGILE**  
Senior Vice President  
Lic #00491668  
949.263.5338  
mcargile@voitco.com



2400 E. Katella Avenue, Suite 750  
Anaheim, CA 92806  
714.978.7880 • 714.978.9431 Fax  
Lic #01991785  
[www.VoitCo.com](http://www.VoitCo.com)