

CASE STUDY: SELLER REPRESENTATION SERVICES

CONSECO, INC.**THE CHALLENGE**

Conseco, Inc. identified surplus real estate due to consolidations of its corporate campus and streamlining of its operations. Conseco wanted to maximize the sale value in a timely manner.

THE SOLUTION

Conseco hired Resource Commercial Real Estate, LLC to dispose of its properties at the highest price and shortest time possible. Led by Sam Smith, the Resource Team included Paul Dick, RJ Rudolph, Jr., Tom Osborne, and David Ponader. Resource implemented a Sealed Bid and Accelerated Marketing Strategy to create maximum property exposure in the shortest time possible. Multiple fair market offers were generated for every property.

Resource created a very competitive bid situation, yielding top market pricing in a timely manner. One property has already closed at top of market terms, two land sites are currently under contract with hard earnest money to a leading national developer and the final office building sale property should soon be under contract. The combined total sale prices will exceed recent area sales for comparable properties and will also exceed Resource's and Conseco's target pricing for the entire surplus portfolio.

CLIENT COMMENTS

"...Sam has demonstrated he is a very talented real estate professional with unique talents and skills. He has consistently helped me deliver excellent real estate results for Conseco. He is clearly a "cut above" the many brokers I have worked with over the years. If you need to achieve excellent results in a timely manner, I heartily recommend Sam to assist you on your next real estate project."

Jerry Chomanczuk. Former Second Vice President, Conseco Corporate Services