



Dimensional Communication Inc. ("DCI") **Case Study**

DCI wanted to get out of the landlord business and generate capital to invest back into the company.

Requirement

Dimensional Communication Inc. ("DCI") asked the NAI James E. Hanson team of Kenneth Lundberg, SIOR, Senior Vice President and Patrick Lennon, Associate, to analyze their various Real Estate options in regard to their headquarter facility located in Mahwah, NJ. After analyzing the data and suggestions outlined, the owners realized they had the opportunity address several issues related to changing goals between Dimensional Communications' corporate and real estate partners.

After reviewing several options, we decided that a Sale-Leaseback would be the best plan of attack for the corporate and real estate partners. The Sale-Leaseback allows DCI to continue utilizing their recently renovated facilities, frees up capital tied up in the building and allows the partners to take advantage of the current investment market conditions. In addition, the transaction will cure DCI of some partner related conflicts.

Approach

An investment package was created and non-disclosure agreements were sent to approximately 50 of the most active investment groups in the Northern New Jersey Market. Dimensional Communications and NAI James E. Hanson were able to predetermine a rental structure and term that would garner attention from the top investment entities while keeping a fair market rate for DCI. In total, three rounds of offers were fielded pushing the bids higher and higher each round.

Results

After two months, dozens of showings and three rounds of bids, we were able to accept an offer well above the predicted amount. By taking advantage of market conditions, DCI was able to leverage a significant return on their investment. The partners were able to re-invest capital into their business and even put some money back into their pockets.



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Completed Sales Transactions

Party Represented	Seller/Lessor	Buyer/Lessee	Property Type	City	State	County	Address	Size SF / SM	Sale Price / Leasehold Value	Qtr.	Completion Date
Seller	C-III Asset Management LLC	Kushner	V	Oakland/Fairlawn	NJ	Bergen	Portfolio	365,320	29,500,000		05/20/14
Seller/Buyer	C-III Asset Management LLC	TL Management LLC	V	Franklin Township	NJ	Somerset	150 Pierce Street	1,345,000	2,850,000	2	04/15/14
Buyer	SPC Associates LLC	CPI Ocala LLC	V	Ocala	FL		3950 SW College Road	263,750	23,741,500	4	12/31/13
Buyer	Coles Jersey Development LLC	Coles Jersey Development	L	Jersey City	NJ	Hudson	311 Seventeenth & 252-282 Sixteenth Street	251,777	22,000,000	3	07/03/13
Seller	Hoist Realty Corp.	Ross Group	I	Clifton	NJ	Passaic	1 Lisbon Street	245,951	9,650,000	4	12/19/13
Both	C-III Asset Management LLC	Onyx	O	Morris Township	NJ	Morris	350-360 Mr. Kemble Avenue	229,500	18,050,000	3	09/16/13
Buyer	FEM Sullivan Road LLC	Fem Sullivan Road LLC	V	Louisberg	NC		106 South Bicket Blvd.	224,061	33,200,000	1	02/01/13
Seller	Splash Park LLC	HFZ Partners	SP	Waldwick	NJ	Bergen	140 Hopper Avenue	145,000	21,950,000	3	09/18/13
Both	LSREF2 CLIPPER3	Peter Ferentinos DBA Pafcan Realty LLC	I	Passaic	NJ	Passaic	1-11 Canal Street	133,000	1,200,000	1	02/01/13
Both	Newton Industrial Park LLC	Darlington Heritage Properties LLC	I	Newton	NJ	Sussex	75 Mill Street	129,000	1,450,000	2	04/02/13
Both	C-III Asset Management LLC	West Palm Beach Hotel LLC	O	Woodbridge	NJ	Middlesex	900 Route 9 N	112,894	7,150,000	4	10/31/13
Both	SPC Associates LLC	CPI Seabrook LLC	V	Seabrook	NH		125 Lafayette Road	101,108	8,175,000	2	11/22/13
Buyer	SPC Associates LLC	CPI Fredericksburg	V	Fredericksburg	VA		4113-3119 Plank Road	101,000	10,600,000	4	12/13/13
		CPI East Meadow LLC	V	East Meadow	NY		2474 Hempstead Turnpike	101,000	10,600,000	4	12/05/13
Seller	Delav c/o Weny Bros & Storm	50 Lackawanna Ave LLC	I	Parsippany	NJ	Morris	50 Lackawanna Avenue	79,750	5,901,500	3	09/06/13
Seller	C-III Asset Management LLC	Acquisitions LLC	V	Woodbridge	NJ	Middlesex	755-789 St. Georges Avenue	74,618	6,300,000	1	02/21/13
Seller	Ranzman Estate	Centerpoint Harbor LLC	I	Jersey City	NJ	Hudson	106 Harbor Drive	64,036	4,600,000	4	12/20/13
Seller	Hempel Coating USA Inc.	SYR Group LLC	I	Wallington	NJ	Bergen	10 & 11 Lucia Place	54,480	700,000	2	05/23/14
Buyer	MUY Properties MW LTD	Sitex Group LLC	I	Carlstadt	NJ	Bergen	1 Palmer Terrace	48,000	999,950	4	10/25/13
Seller	CPI Peterborough I & II LLC	Maplewood & Vaughn LLC	V/R	Peterborough	NH		125 Dublin Road	41,000	6,300,000	4	12/01/14
Seller/Buyer	R.J. Purcell Associates Inc.	Sitex Group LLC	I	Carlstadt	NJ	Bergen	472 Barell Avenue	39,832	2,000,000	2	04/15/14
Seller	63rd Street Equities Co Inc.	Parkson Liang	I	Clifton	NJ	Passaic	23 Carol Street	39,600	2,000,000	2	05/10/13
Seller	Lee & Miller Realty LLC	16 Industrial LLC	I	Little Ferry	NJ	Bergen	16 Industrial Avenue	37,000	2,100,000	3	09/11/14
Seller/Buyer	R.J. Purcell Associates Inc.	Sitex Group LLC	I	Carlstadt	NJ	Bergen	482 Barell Avenue	35,636	1,494,000	2	04/15/14
Seller	TVE Holdings	S&K Holdings LLC	I	Hackensack	NJ	Bergen	205 South Newman Street	35,493	2,800,000	3	07/17/14
Seller	200 Englewood 2007 LLC c/o NAI Hanson Mgmt.	JZ Property LLC	O	Englewood	NJ	Bergen	200 & 214 Engle Street	32,081	3,470,000	2	06/07/13
Seller	PII Chestnut Realty LLC	MAG Investments	I	Chestnut Ridge	NY	Rockland	7- Red Schoolhouse Road	32,000	2,030,000	4	12/20/13
Buyer	SPC Associates LLC	CPI Northborough I, II LLC	V/O	Northborough	MA		360 Bartlett Street	31,551	16,777,821	2	06/09/14

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