

### The Challenge

Caldwell Companies was retained to sell a unique property on a narrow timeline in the Brookhollow District; Houston, Texas.

The submarket of the subject property had experienced negative absorption and increased vacancy for several years. The area also fought the impact of heavy traffic congestion.

### The Solution

Caldwell Companies developed a specialized marketing campaign that focused on specific users and tailored to the strengths of the property.

Caldwell Companies obtained 2 offers on the property within the first 4 days of the building being introduced to the market. The building was under contract within 3 weeks at a price satisfactory to the ownership.

