

# Unit 2, Kelvin Close, Birchwood, Warrington

## Peninsula & Century Properties

### Brief

BE Group was alerted to the possibility of Unit 2, Kelvin Close, Birchwood coming available, and introduced the opportunity to an investor client off-market.

The company negotiated the acquisition and was then instructed to market the building on their behalf.



### Activities

Our advice was that it would be highly likely that any purchaser would be an owner occupier, currently leasing premises elsewhere in Birchwood.

We also advised that they would probably be in more than one property but wanting to bring together their business onto one site.

From our extensive databases, and our local knowledge, we drew up a shortlist of possible occupiers and targeted them both by mail and telephone.

In addition, we carried out the usual marketing to companies further afield than Birchwood, and to all the North West property agents.



### Outcome

Within five months of this highly specialised property becoming vacant, BE Group had sold the property to a local owner occupier (one of those specifically targeted), who had a requirement which was not on the open market.

