



SUCCESS STORY

Lexington Collection

6310 SAN VICENTE
6330 SAN VICENTE
9300 WILSHIRE
9350 WILSHIRE



"I know I have said this about a dozen times, but it is a pleasure to work with the three of you. Your success is not unnoticed."

You work great as a team, and I look forward to continuing to work with you in 2005"

– Dani Evanson
Asset Manager
Lexington Commercial Holdings, Inc.

TEAM

Chris DuMont
Brent Bissell

www.colliersulp.com

INTRODUCTION

In the fall of 2000, Lexington Commercial Holdings had a portfolio of properties in excess of 500,000 square feet located in Hollywood, Beverly Hills, Santa Monica and Los Angeles. The portfolio had multiple leasing agents with no marketing consistency, or accountability. Alisa Freundlich, Lexington's COO, wanted to consolidate the portfolio's representation to one or two firms, to reduce the time spent managing the brokerage process.

Our team was awarded 420,000 square feet of the portfolio.

CHALLENGE

Leasing activity was steady until the NASDAQ crash and Events of 9/11 ultimately eventually took their toll. Activity slackened and rental rates plummeted. As rental rates softened the challenge was to get ahead of the curve and maintain leasing velocity as tenant activity began to slow.

SERVICES

- Launched a marketing strategy to leverage the building's visibility in the market.
- Targeted both the brokerage community and tenants directly, and frequently contacted prospects to keep the building top of mind.

RESULTS

Our team's efforts have proven successful. Over the tenure of our assignment, we have retained a 92% occupancy level for the entire portfolio and have consistently increased rental rates by over 25% during the last four years.