



VOLUNTEERS OF AMERICA

Nonprofit Client

www.voa.org

PROJECT OVERVIEW: SELLER REPRESENTATION

Volunteers of America hired the Advisory Services Group in June 2014 to sell its building at 614 East Grant Street and the parking lot at 624 East Grant Street in Minneapolis, Minnesota.

BUILDING

614 East Grant Street
Minneapolis, MN 55404

SQUARE FOOTAGE

7,100 SF

SERVICES

- Property Valuation
- Marketing
- Sale Negotiations

APPROACH

- Assessed the value and highest and best use of the asset given its location and proximity to downtown, neighborhood demographics, and market demand.
- Developed a comprehensive marketing program that encompassed traditional investors, schools, nonprofits, religious organizations and the brokerage community.

RESULTS

- After analysis and implementing a strategic marketing campaign, negotiated a sale for \$535,000 to RS EDEN, a local nonprofit.
- A letter of intent was executed on November 21, 2014, and a purchase agreement was executed on February 25, 2015. The sale closed on May 28, 2015.