



The power of synergy – when the sum of the parts delivers a far better result overall.



The client Rockspring
Project Shaw Portfolio

The brief A portfolio sale of 12 highly individual retail assets

The solution Individual marketing of 12 retail assets on behalf of the client. A mixture of high yielding parades, and residential development sites.

Portfolio sold for in excess of £60 million.

Where we add value KLM Retail has the breadth and depth of investment experience to fully understand and appreciate the individual retail dynamics on each asset on its own merits.

Acting on a number of smaller individual sales allowed us to understand and respond to the interest from the market, which indicated a better price for the client could be achieved by selling a larger portfolio.

Our marketing strategy then evolved and a more focused targeted approach resulted in the serious buyers competing for the portfolio.

The result was a premium price for our client.
