

## NAI Network's Global Reach Facilitates Challenging Sale

### Challenge:

Belle Island Village was a stalled development project (50%-70% complete) in Pigeon Forge, Tennessee with 280,000 SF of themed retail. The lender, Regions Bank, wanted the project sold.

In 2010 when NAI Knoxville took on this project, the market was soft and the lending environment was restrictive. Adding to the challenge was the fact that the project was only partially completed and required a significant investment from the buyer after purchase to make it functional. Lastly, Pigeon Forge is a retail and tourist city in the Smoky Mountains with unusual market economics.

The pool of buyers with the available cash and interest in and understanding of this property was small, and likely would not be found in East Tennessee.

### Solution:

The small buyer pool required us to market the property broadly to groups who would have interest in the development, and who would also understand the economics of a tourist driven retail environment. NAI Knoxville marketed the property at multiple conventions and trade shows across the country to increase awareness and create interested parties.

In addition, we called on our global NAI network and were able to put the property in front of a number of national NAI affiliates to generate the requisite interest.

Because of this global reach and interest, we developed marketing materials that helped explain more about the property – where it was located, how the cycles of vacationing tourists worked and where they came from – ensuring that the potential buyers understood the unusual market dynamics.

### Results:

After a number of discussions and significant interest expressed, there were four offers on the property – including groups from Pennsylvania, New York and two from East Tennessee. The all-cash deal closed for \$10.35 million to a group who will continue to develop the property with an entertainment focus.