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# BRIDGESTONE CASE STUDY

How We Propelled Bridgestone's Build to Lease Requirement by Actively Liaising with Our Agent Network.

## AT A GLANCE

### CHALLENGES

- Specific Targeted Area
- Land Scarcity
- Demanding "Build to Lease" Specifications.

### SECURED OUTCOMES

- Properties Identified
- Lessors and Developers Consulted
- A Number of Suitable Opportunities Presented.



The "Build to Lease" requirement presents significant challenges; however, it can be successfully accomplished if a comprehensive network of Lessors, Agents, and Developers is adequately informed and engaged.

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## OBJECTIVES

A Bridgestone franchisee aimed to lease a property that would be built to specific specifications. Following the completion of the facility, the franchisee would enter into a long-term lease agreement with the owner.

## SOLUTIONS

The requirement presented considerable challenges, as it demanded a land owner willing to construct a Bridgestone retail store on appropriate land within the designated franchise area.

Despite these obstacles, we effectively utilised our agent database to initiate discussions with potential Lessors. Consequently, we engaged with several interested parties who expressed a willingness to undertake the project.

## BENEFITS

### Propelled Outreach

We have made this project accessible to a broad network of Agents, Developers, and Lessors, thereby increasing the likelihood of a successful outcome.

### Efficiency

Rather than passively awaiting the emergence of a property, we proactively promoted the opportunity to expedite the process for our client.

### Convenience

Presenting opportunities made it easy for the franchisee. They didn't have the time or network to actively pursue on and off-market opportunities.