



1120 West Campbell Road

West Richardson

EbbyCommercial.Com

Sonny Moyers

REALTOR & Broker

Commercial Real Estate Specialist

Ebby Honor Roll - 2000-2004

MS - Psychology & Organizational Theory

BS - Management & Communications



When Johnson & Payne Investments retained Sonny Moyers and Ebby Halliday REALTORS in late January, 2004 to assist them with the sale of their office condos, the building at 1120 W. Campbell Road **was not even complete**. Sonny's assignment was to sell the five office condos in the 13, 500 square foot building as soon as possible! After listing the property at **\$150.00** per square foot in shell condition, Sonny's aggressive marketing began.



Sonny put together a *comprehensive marketing program* for Johnson & Payne that included a highly professional and interesting marketing package, Internet presence, advertising program, and a target market advertising campaign to Medical Professionals. Sonny also arranged for financing advice for Buyers from various lenders.

Sonny and his team placed custom signs on the site, used a call capture system to capture interested callers, and implemented a telemarketing and direct mail blitz to 500 local physicians and business professionals. Email marketing programs to Commercial Brokers via the North Texas Commercial Association of REALTORS database system got immediate attention. A slick advertisement in the Dallas Business Journal combined with Sonny personally meeting Commercial Agents and prospects at the site paid off...

To date, four of the five units have been sold!

"We applied aggressive proactive and highly targeted marketing programs to the project. I am pleased that we have been able to progress so quickly to sell all but one of the units. Since the building did not receive a Certificate of Occupancy until June 1, 2004, we all are extremely pleased with the results!" says **Sonny**.

Committed
to your
Success!

Sonny Moyers

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