
PREIT Mall Portfolio Various Mid-Atlantic and Southeastern States

Sale of a portfolio of six regional malls totaling 3.3 million square feet



- Savills represented Pennsylvania Real Estate Investment Trust in the disposition of a portfolio of six regional malls totaling 3.3 million square feet. The malls are located in Pennsylvania, West Virginia, Georgia and Tennessee.
- The transaction was part of a strategic effort by PREIT to "prune" less productive, "non-core" assets from its portfolio. Recognizing the sub-prime quality of the assets, Savills presented the properties as "value-add" opportunities to prospective investors, carefully underwriting each asset, developing both a compelling marketing "story" for upside potential and also preparing concise counter-arguments to questions that were anticipated to come from investors during the marketing process. Savills also developed a marketing list that focused on those investment groups that were actively looking for value-add mall opportunities, a buyer universe with which Savills is very familiar -- and indeed has been instrumental in developing -- as a result of the many successful regional mall transactions that Savills has executed over the past several years.
- Finally, in order to further maximize value for PREIT, Savills identified in each market local entrepreneurs and investors who could have a particular interest in a single property or in a geographic subgroup of properties, and therefore might be prepared to bid more aggressively for those properties even though they lacked the operating or financial capability to acquire the entire portfolio.
- Savills' marketing approach proved highly effective and it achieved premium pricing for the assets.