

RECENT CLIENT SUCCESS

EXECUTING A STAGED DIVESTITURE STRATEGY THROUGH DISCIPLINED MARKET POSITIONING

CHALLENGE

When the Federal Reserve's aggressive rate cycle pushed borrowing costs sharply higher, the financial engineering that had underpinned officer investors' acquisition thesis came under pressure. Debt service coverage tightened, refinancing windows narrowed, and holding costs began to erode the return profile. A full simultaneous disposition was not feasible for Priam; the assets needed to be unwound in stages, each transaction sequenced to preserve pricing integrity and buyer confidence. Meanwhile, Memphis' overall direct office vacancy held at 18.4% in Q4 2025, and hybrid-work uncertainty had made institutional buyers broadly cautious about suburban office exposure. The question was whether a credible, yield-focused buyer pool could be assembled — and a staged exit executed — before rising carrying costs and lease rollover eroded the portfolio's valuation story.

ACTION

Priam Properties engaged Landon Williams and his team at Cushman & Wakefield Commercial Advisors to design and execute a phased divestiture strategy across the two assets. The team began with a rigorous asset-by-asset assessment, sequencing dispositions to lead with the strongest income profiles and delay assets requiring repositioning. Rather than concede cap rate expansion as a distress signal, the team reframed elevated yields as a deliberate premium in a supply-constrained market. Outreach was targeted to yield-focused private capital and value-add investors, with timing calibrated to Q4 2025's improving financing environment as the Ten-Year Treasury stabilized around 4.00%.



RESULT

- Executed a staged, multi-asset divestiture totaling \$12,629,250 across the Priam Memphis portfolio
- Achieved an average 9.87% cap rate
- Closed both deals at an average \$66 PSF
- Delivered terms satisfying both buyer and seller objectives simultaneously
- Closed both deals prior to loan maturity deadline

TESTIMONIAL

"Landon and his team helped us position our assets as a positioning for a corridor premium rather than a risk discount, which was critical to attracting the right buyers. Their depth of submarket knowledge and discipline in sequencing the transactions gave us confidence

throughout a difficult process. I would not hesitate to engage Landon and his team again for future investment activity in the market."

- Abhishek Mathur, Chief Executive Officer, Priam Properties