

WINTER 2010 QUOTE FOR THE QUARTER:

"To get rich today,
you must help others
get rich."

- **GEORGE PERRIN,**
*Founder and Chairman
of PageNet*

IN THE SPOTLIGHT:



Paul Mulroy joins O'Brien Commercial Properties Inc. He brings 4 years of sales experience, 5 years of experience in construction management, and is a graduate of Gordon College. Paul focuses on sales and leasing of commercial and industrial properties along the northeastern Route 3 and I-495 sub-markets.

WINTER

2

0

1

0

OCP will be launching its all-new state of the art website soon! Stay tuned for further details...

**O'BRIEN COMMERCIAL
PROPERTIES**

CONTACT INFO:
5 MOUNT ROYAL AVE.
MARLBORO, MA 01752

508-481-8200



OCP APPOINTED FOR 130,000 SQ FT LEASING ASSIGNMENT IN FRANKLIN

Article by **BRET O'BRIEN** -Senior Vice President

O'Brien Commercial Properties, Inc. was recently appointed exclusively to lease two class A warehouse/manufacturing properties in Franklin Massachusetts.

10 Liberty Way, located in The Franklin Industrial Park, is a 56,600 square foot freestanding building on five acres, currently occupied by Hilliard Precision Products. Hilliard Precision Products is vacating the property at the end of January and relocating to 125 Depot Street in Bellingham, an 87,200 square foot manufacturing building they purchased through O'Brien in October. 10 Liberty Way offers 21' clear height, 1,600 amps of 3 phase 480 volt power, four tailboard loading docks, one large drive in bay, one five ton bridge crane, and 7,000 square feet of existing office space. The Franklin Industrial Park is one of New England's premiere suburban locations offering corporate neighbors, high image, and immediate highway access via Route 495's Exit 16.

10 Kenwood Circle is a 153,369 square foot distribution center with 72,191 square feet of available space. The building is approximately 50% occupied by Astro Automotive who recently purchased the property as a tenant from the previous owner, RREEF Management. Astro chose to hire O'Brien Commercial Properties to lease the 72,191 square foot vacant space because of their proactive approach and overwhelming presence in the Route 495 marketplace. 10 Kenwood Circle offers 24' clear height, eight tailboard loading docks, one overhead drive-in door and 3,000 square feet of existing office space. The available space is contiguous high-bay and is readily divisible to 31,000 and 41,000 square feet.



Pictured here from left to right are 10 Liberty Way and 10 Kenwood Circle in Franklin, MA. 10 Liberty Way is a 56,600 SF facility, and 10 Kenwood Circle is 153,369 SF with 72,191 SF available for lease.

THE ART OF ADVERTISING

Article by **SARAH HUNSUCKER** -Director of Marketing

One of the most crucial components of selling or leasing commercial real estate is branding and advertising it the right way, and targeting the right audience. Recently, the approach to marketing has changed drastically, and web-based advertising is much more popular because of its potential to reach the masses, allowing the breadth of information to be more readily accessible. This does not discount the power of print advertising, but in either case, each medium must be generated correctly to be cost-effective and get people's attention.

In marketing commercial real estate, good web advertising is arguably the most essential piece to successfully selling and/or leasing a property. Positioning a property in the correct manner can make the difference between that property sitting on the market for 3 months versus 24 months for example. In the state of Massachusetts, the average time for a space to sit vacant on the market is 23.6 months. This type of vacancy can drain the pockets of building owners and landlords, but it can also be avoided.

As is true in any field, commercial real estate features a number of websites and listing services that property should be advertised on to get the word out to the right audience. Unfortunately, for the average individual, opening an account with all of the major listing services combined including, CoStar, LoopNet, Showcase, and MLS can cost upwards of \$2,000 per month, a lot of time, and involves a steep learning curve. This is why it is important to consult a real estate professional, and be assured that your time, money, and image is being properly managed, and your vacancy downtime is minimized.

PROPERTY MANAGEMENT SOLUTIONS

Article by **SHARON VENINI**
-Director of Accounting &
Property Management



O'Brien Commercial Properties, LLC provides property management services to owners of commercial/industrial properties in the Metro West/Route 495 area. The Property Management Division is directed by Sharon Venini, Director of Accounting and Property Management. Eric O'Brien oversees operations and has over 23 years of experience in this field. Together, with its extensive network of contractors and vendors, OCP's team provides peace of mind to property owners. From collecting rents, to maintaining upkeep, repairs, landscaping, and snowplowing, OCP can do it all.

Accounting and day-to-day matters are a big part of OCP's property management services. Some of OCP's services include: administrating property books, tracking and reporting rental income and operating expenses to owners and partner's lenders, and handling taxes and year-end returns. OCP hires only qualified & insured vendors to maintain and repair managed properties. Your investment is our investment.

Contact OCP to hire a reputable outside source to manage your investment. If you are considering a change from your current management company, call OCP and take the opportunity to discuss your needs and our services in detail. (508-481-8200 x121)



O'Brien Commercial Properties, Inc.
5 Mount Royal Ave. ■ Marlboro, MA 01752

508-481-8200
www.obriencommercial.com



*Providing Commercial & Industrial Real Estate Solutions
in Eastern Massachusetts since 1998*

EXCLUSIVE FEATURED LISTINGS 508-481-8200

WESTFORD - FOR SALE/LEASE



8,750- 17,500 SQ FT FLEX CONDOS

HUDSON - FOR SALE/LEASE



55,000- 81,388 SQ FT FLEX SPACE

NORTHBOROUGH - FOR SALE/LEASE



22,500 SQ FT WAREHOUSE/MFG BLDG

HOLLISTON - FOR SALE/LEASE



17,000-67,000 SQ FT INDUSTRIAL BLDG

NATICK - FOR SALE



48,000 SQ FT INVESTMENT PROPERTY

BILLERICA - FOR SALE/LEASE



7,010 SQ FT INDUSTRIAL CONDO

LOWELL - FOR SALE



48,475 SQ FT INDUSTRIAL BUILDING

DEVENS - FOR SALE/LEASE



14,199 SQ FT FLEX BUILDING

FRANKLIN - FOR LEASE



56,600 SQ FT INDUSTRIAL BUILDING

ACTON - FOR LEASE



14,400 SQ FT FLEX/OFFICE SPACE

BILLERICA - FOR LEASE



4,243 SQ FT FLEX SPACE

FRANKLIN - FOR LEASE



72,191 SQ FT INDUSTRIAL SPACE

RECENT TRANSACTIONS - OCP INC.

300 FOSTER STREET, LITTLETON

LEASED



45,055 SQ FT FLEX BUILDING

25 SOUTH STREET, HOPKINTON

LEASED



2,400 SQ FT FLEX SPACE

25 BIRCH STREET, MILFORD

LEASED



3,677 SQ FT OFFICE SPACE

398 CEDAR HILL STREET, MARLBORO

LEASED



9,600 SQ FT FLEX SPACE

188 CEDAR HILL STREET, MARLBORO

LEASED



4,200 SQ FT INDUSTRIAL CONDO

11 BEAVER BROOK ROAD, LITTLETON

LEASED



11,400 SQ FT FLEX SPACE

87 ELM STREET, HOPKINTON

LEASED



2,500 SQ FT OFFICE SPACE

500 MAIN STREET, CLINTON

LEASED



3,000 SQ FT OFFICE SPACE

282 CENTRAL STREET, HUDSON

UNDER AGREEMENT



2,000 SQ FT INDUSTRIAL CONDO

17 BRENT DRIVE, HUDSON

UNDER AGREEMENT



25,500 SQ FT INDUSTRIAL BUILDING

5 GRANITE ROAD, ACTON

UNDER AGREEMENT



11,200 SQ FT INDUSTRIAL BUILDING

80 HARRIS STREET, ACTON

UNDER AGREEMENT



7.3 ACRES OF LAND