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Amodio & Co. brokers \$10.6 million sale of 200,600 s/f industrial building - Sold for Marketing Research Park LLC

April 16, 2021 - Connecticut



100 Marketing Drive - Suffield, CT

Suffield, CT Amodio & Co. Real Estate brokered the \$10.6 million sale of the 200,600 s/f manufacturing/distribution facility located at 100 Marketing Dr. to Connecticut headquartered, Rug Pad USA.

Frank Amodio

The building was built in three phases, between 2005 and 2015, with approximately 150,000 s/f of mostly air-conditioned 34' high-bay warehouse - manufacturing and 50,000 s/f of mezzanine R&D flex/office, featuring 22 dock-height and three drive-in doors. Amenities include multiple fitness rooms and refreshment bars; educational facilities and a prototype company store to study merchandising methods. The property is located in the Bradley Airport Development Zone, and within Suffield's Planned Industrial Development Zone, which features attractive tax incentives.

The headquarters property was formerly occupied by Windsor Marketing Group (WMG) which designed, manufactured and installed "in-store" signage and marketing displays prior to its bankruptcy. The property was under foreclosure with multiple lienholders, which made for a highly

complicated and lengthy purchase and sale process.

Frank Amodio, CCIM of Amodio & Co Real Estate represented the seller, Marketing Research Park, LLC in this transaction. According to Amodio, "My firm generated extensive interest in the property with hundreds of inquiries and eight all-cash offers. Comprehensive and unique marketing produced extensive interest in the property."

Rug Pad USA has been procuring, manufacturing, marketing and selling felt and other padding materials for carpeting underlay from its Connecticut headquarters since 2012, primarily using the internet and websites.

Amodio & Co. Real Estate is a commercial real estate firm, which handles all aspects of real estate including brokerage, financing, management and development of commercial property. Its team of experienced industry experts, offers market solutions for buyers, sellers, landlords and tenants. Amodio provides expert advice and services with effective solutions to its real estate engagements. Based in Farmington, CT, with a nationwide reach.

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