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## 2024 Year in Review: Doug Martin, Colliers

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Doug Martin  
Vice President | New Hampshire  
Colliers

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2024?

Although I was involved with several noteworthy transactions in the past year, the most notable was the sale of the 51,000 s/f production facility at 299 Pepsi Rd. in Manchester, NH. After a

comprehensive valuation analysis and extensive marketing campaign that attracted interest from well outside of the NH market, my colleague, Bob Rohrer, and I were able to source multiple offers on the facility and secure a deal for our seller client at the \$6.9 million asking price. It was a true team effort throughout the project and great to keep manufacturing jobs in the city.

What emerging trends will drive investment and development in 2025?

Multifamily and industrial construction will remain key drivers of investment and development activity in 2025. Several projects are currently under construction or approved/planned for the coming year. The increasing interest in residential adaptive reuse opportunities is helping to balance the office market by removing available space and stabilizing vacancy, while also bolstering retail growth with service providers of all types needed to support the changing population. Industrial users are fueling demand for higher clear heights and enhanced power capacity, which is shaping the design of many build-to-suit developments in the market.

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