



# SUCCESS STORY

COLLIERS INTERNATIONAL | GREATER CINCINNATI

**Red Bank Crossing I & II**  
4440 - 4460 Red Bank Expressway  
Cincinnati, OH

## TEAM

**Chris Vollmer, Jr.**  
Brokerage Vice President  
chrisjr.vollmer@colliers.com  
DIR +1 513 562 2242

**Chris Vollmer, SIOR**  
Brokerage Senior Vice President  
Principal | Cincinnati  
chris.vollmer@colliers.com  
DIR +1 513 562 2244

[www.colliers.com/cincinnati](http://www.colliers.com/cincinnati)

## CHALLENGE

Developing a marketing strategy to differentiate the Red Bank medical office space from others in the area and successfully generate lease transactions for 70,000 square feet of medical office space.

## BUILDING FEATURES

- Two buildings totaling 70,000 square feet of Class A medical office space in the Red Bank medical corridor
- Direct access to I-71 and US-50 via a new traffic signal
- Custom designed suites from 1,200 square feet in coordination with the building architect
- Developed, leased and managed in partnership with Neyer Properties, Inc.

## STRATEGY

- Developed a marketing campaign to brand the “Red Bank Medical Corridor” within the Greater Cincinnati medical community
- Contacted a focused user group of medical and corporate tenants

## RESULTS

- The aggressive lease up strategy resulted in 100% occupancy on Building I
- Pre-lease commitments on 75% of Building II

