



CASE STUDY

BROKERAGE SERVICES

275 GRANDVIEW CAMP HILL, PA 17011

Grandview Plaza, a 58,701 SF Class-A office building in the Camp Hill Business District, combines strategic renovations and leasing efforts to boost tenant retention and attract new businesses. Located at the intersection of Grandview Avenue and Erford Road, it offers excellent visibility and easy access to I-83 and PA-581, as well as proximity to Penn State Health Holy Spirit Hospital and Downtown Harrisburg. The location and enhancements, along with aggressive leasing campaigns, have positioned Grandview Plaza as a prime choice for companies seeking a prestigious and well-maintained workspace.

RENOVATION



New Common Restrooms

Since acquiring the property in September 2023, 275 Grandview Investors, LLC undertook a comprehensive renovation project. This included replacing the roof and mechanical systems, upgrading restrooms on each floor to meet ADA standards, and enhancing common areas to create a more inviting environment.

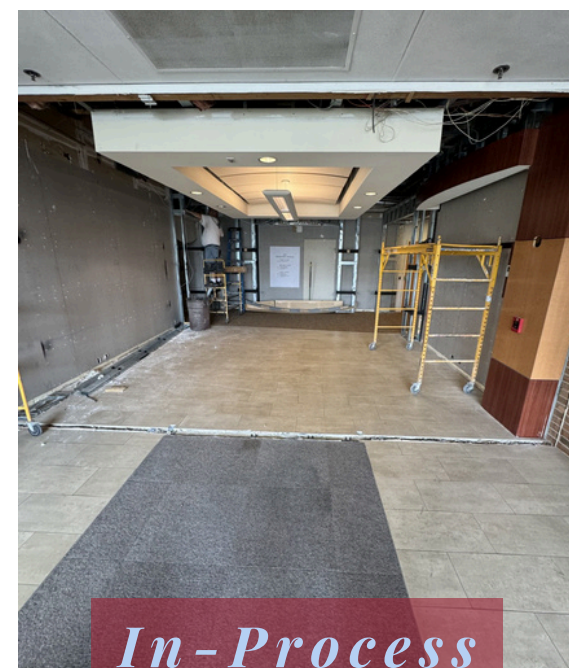
These renovations significantly boosted the property's appeal and functionality, attracting tenants and maximizing long-term returns.

The updates were not only structural but also aesthetic, with a focus on creating a modern workspace that aligns with current market demands. Energy-efficient lighting and HVAC systems were installed to reduce operational costs and environmental impact, while the inclusion of green spaces and communal areas fostered a sense of community among tenants.

Furthermore, the redesign incorporated state-of-the-art technology infrastructure, ensuring that the building could accommodate the needs of tech-savvy businesses. This forward-thinking approach has positioned 275 Grandview as a premier business location in the region, appealing to a diverse range of industries.



Original



In-Process



After



Lobby Before



Lobby After

CASE STUDY

BROKERAGE SERVICES



275 GRANDVIEW CAMP HILL, PA 17011

STRATEGY

BROKERAGE

Initially upon acquisition, the building's occupancy was just 40%. Landmark played an integral role on the brokerage and marketing front as the exclusive agent for Ownership. During renovations, the leasing team worked to successfully negotiate renewals with several existing tenants. During this time, Landmark was also able to secure new long-term anchor tenants to bring the building's occupancy to 93%.

The transformation of 275 Grandview has enhanced its appeal and set a new standard for commercial real estate in the region. This success is attributed to the collaboration between 275 Grandview Investors, LLC, and Landmark Commercial Realty, which ensured a smooth transition for existing tenants while attracting new businesses.

This revitalization has sparked renewed interest in the surrounding community, contributing to economic growth in Camp Hill. Local businesses have experienced increased foot traffic and customer engagement, solidifying the building's importance as a community cornerstone.

OBJECTIVES

TENANT RETENTION

In the busy world of real estate, tenant retention becomes crucial, especially during major renovations. This case study explores effective leasing strategies and their role in maintaining occupancy rates. It highlights how Landmark successfully manages tenant relationships during these transitions, demonstrating that thoughtful practices can lead to satisfied tenants and improved property value.

- **Leasing Initiatives:** A strategic leasing campaign highlighting the targeted renovations effectively boosted occupancy rates and enhanced the overall value of the building, fostering tenant satisfaction and retention.
- **Tenant Retention:** Timely lease renewals and ongoing engagement with existing tenants maintained steady occupancy levels, during renovations, reinforcing long-term tenant loyalty.
- **Brokerage Partnerships:** Collaborating with Landmark's specialized agents facilitated successful leasing transactions contributing to increased occupancy.
- **Renovations:** Significant upgrades, including ADA compliance restroom upgrades and improvements to common areas, have greatly increased the building's sustainability, driving tenant interest and retention.

Landmark Commercial Realty
425 N 21st Street, Suite 302
Camp Hill, PA 17011

RESULTS & DISCUSSION

Grandview Plaza was sold for \$10 million in February 2025.

The seller, 275 Grandview Investors, LLC, was represented by **Michael Curran, SIOR**, while the buyer, Select Capital Commercial Properties, was represented by **Jason Grace, CCIM, SIOR**, both from Landmark.

This transaction underscores the importance of effective collaboration, strategic renovations, and the vital role of proactive property management and tenant retention in achieving successful real estate transactions.



Michael Curran, SIOR

President, Executive Managing Director

✉ MCurran@LanmarkCR.com

☎ (717) 805-9277

Jason Grace, CCIM, SIOR

CEO, Managing Principal

✉ JGrace@LanmarkCR.com

☎ (717) 805-9277

Nick Talley

Senior Associate

✉ NTAlley@LanmarkCR.com

☎ (717) 578-0195

www.LanmarkCR.com