

CASE STUDY

ACQUISITION STRATEGY SITE SELECTION TRANSACTION MANAGEMENT



BEER DISTRIBUTION ACQUISITION & RETAIL PROPERTY PURCHASE

For more than five years, Landmark Commercial Realty has represented these clients in the acquisition and leasing of retail properties across Pennsylvania, Maryland, and New Jersey, specializing in businesses such as beer distributors, gas stations, and convenience stores. Landmark, established in 1988, has built its reputation on long-term relationships, teamwork, and collaboration—values that were critical to the success of this project.

This case study highlights a recent engagement where Bo Mangam, Director of Sales & Leasing and buyer representative, worked closely with these clients to secure an existing beer distribution license and identify a prime retail location for a new distribution center in Dauphin County. The project required navigating complex regulatory requirements, overcoming significant transactional challenges, and delivering a seamless solution that positioned our clients for long-term success.



PROJECT PROFILE

CLIENT	CONFIDENTIAL
INDUSTRY	BEER DISTRIBUTOR
LOCATION	DAUPHIN COUNTY, PA
TRANSACTION	\$2,250,000

KEY OBJECTIVES

SECURE A STRATEGIC LICENSE

Acquire an existing beer distribution license in Dauphin County to enable immediate market entry and compliance with PLCB regulations.

IDENTIFY & ACQUIRE A PRIME RETAIL LOCATION

Locate a property that meets strict operational and regulatory criteria, including:

- Approximately 10,000 SF with ample parking
- High-visibility site with strong access from major roads
- Proper zoning and favorable demographics to support long-term growth

NAVIGATE COMPLEX NEGOTIATIONS

Manage multi-party negotiations and resolve legal challenges, including attorney transitions, to keep the transaction on track.

ENSURE SEAMLESS CLOSING & COMPLIANCE

Coordinate financing, settlement, and PLCB license transfer to deliver a fully compliant, turnkey solution for the client.

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CHALLENGES

OVERCOMING ROADBLOCKS IN A COMPLEX TRANSACTION

The project presented multiple hurdles. Initially, negotiations were disrupted by an out-of-town attorney unfamiliar with local practices, creating friction and delays that nearly derailed the transaction. Midway through the process, the seller of the beer distribution license terminated the Agreement of Sale due to communication breakdowns with the buyers' legal counsel. Additionally, the license transfer process required navigating stringent PLCB regulations, adding layers of complexity. Finally, just as settlement was scheduled, a family emergency forced one of the buyers to travel overseas, requiring last-minute rescheduling.

APPROACH



MARKET RESEARCH & SITE SELECTION

After thorough research, we identified 5430 Jonestown Road as the ideal property, meeting all operational and regulatory requirements while offering visibility, accessibility, and space for future expansion.



NEGOTIATION & TRANSACTION MANAGEMENT

We facilitated negotiations between buyers and sellers to ensure alignment on key terms. After addressing disruptions caused by the initial attorney, we smoothly transitioned the buyers to a local attorney with regional expertise, restoring confidence and momentum.



LICENSE ACQUISITION & COMPLIANCE

Upon the termination of the license agreement, we quickly worked to regain the seller's trust through direct communication and in-person meetings. We reinstated the agreement and enlisted attorney Fran O'Brien, a former PLCB counsel, to facilitate the complex transfer and ensure compliance with regulatory requirements.



FINANCING & SETTLEMENT COORDINATION

We secured financing with Orrstown Bank and handled closing logistics. When a buyer's emergency delayed settlement, we smoothly adjusted the timeline, rescheduling for January 6, 2026, without jeopardizing the transaction.



COLLABORATION THAT MADE IT POSSIBLE

Landmark's success came from teamwork and expertise. Bo Mangam built trust with clients over five years, understanding their long-term goals, while Chuck Heller used his market knowledge to facilitate negotiations for the seller. Their collaborative approach addressed challenges and reinforced Landmark's commitment to client success and lasting relationships.

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RESULTS

SUCCESS IN A COMPLEX TRANSACTION

Our efforts produced a seamless outcome despite multiple challenges. The beer distribution license was successfully transferred, and the retail property acquisition positioned our clients for long-term growth.

IMPACT

STRATEGIC WINS



LICENSE SECURED

The beer distribution license for Lykens Valley Beverage has been successfully transferred to the clients following the resolution of regulatory and legal challenges, enabling the original owner to retire.



PROPERTY ACQUIRED

5430 Jonestown Road purchased for \$2,250,000, meeting all operational and zoning requirements.



FUTURE-READY FACILITY

Plans underway for a state-of-the-art beer distribution center compliant with PLCB and township regulations.

VALUE

TURNING CHALLENGES INTO OPPORTUNITIES

STRATEGIC EXPANSION

Enabled clients to enter a high-demand market with a turnkey solution.

RISK MITIGATION

Resolved attorney conflicts, reinstated agreements, and ensured PLCB compliance.

OPERATIONAL EFFICIENCY

Coordinated financing and settlement to minimize delays and ensure smooth execution.



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LOOKING AHEAD

BUILDING FOR THE FUTURE

The new facility will not only serve as a modern beer distribution hub but also set a benchmark for operational excellence in the region. Renovations are expected to begin shortly, aligning with PLCB standards and Lower Paxton Township requirements.

Beyond compliance, the design will focus on efficiency, customer experience, and scalability. Plans include:

MODERNIZED LAYOUT

Optimized for inventory flow and streamlined operations.

TECHNOLOGY INTEGRATION

Advanced point-of-sale systems and inventory management tools to enhance accuracy and speed.

CUSTOMER-CENTRIC DESIGN

Spacious aisles, clear signage, and convenient parking to improve accessibility and satisfaction.

SUSTAINABILITY FEATURES

Energy-efficient lighting and HVAC systems to reduce environmental impact and operating costs.

ABOUT US

LANDMARK COMMERCIAL REALTY

Established in 1988, Landmark Commercial Realty stands as one of Central Pennsylvania's premier full-service commercial real estate firms. Our team merges decades of market knowledge with a dedication to fostering long-lasting relationships, collaboration, and client success.

Our achievements are rooted in these enduring relationships and our expertise in the market, allowing us to navigate clients through intricate transactions with assurance and transparency.



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