



## SUCCESS STORY

### *Koko Marina Center*

KOKO MARINA CENTER  
7192 KALANIANA'OLE HWY  
HONOLULU, HI  
96825



STATISTICS  
284,328 SF OF BLDG



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#### INTRODUCTION

This neighborhood shopping center is located in the in trade area of East Oahu and was taken back by the Lender.

#### CHALLENGE

The owner was faced with the decision of how much capital to invest in this leasehold center while competing with newer centers in the marketplace.

#### SERVICES

Colliers Monroe Friedlander handled the leasing, consulting and property management for the center.

Colliers suggested three different renovation and investment strategies to reposition the center. Our analysis included definitive strategies to increase customer traffic in ways that did not compete with neighboring Costco or Safeway head-on.

#### RESULTS

Consolidated Theatres, PriceBusters, and 24 Hour Fitness were placed into strategic locations within the center. The center was re-merchandised and the net income was stabilized, which better positioned the lender to sell the center.