

Demographics Based Search Finds Strategic Location for Dental Group



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Less than a month after taking on the project, Tom Camper of Joseph & Camper Commercial brokered a long term lease on a strategic location for a family dental care organization seeking to open a branch in Peoria.

Joseph and Camper conducted a demographic based search to pinpoint locations where the surrounding area fit the profile of the organization's client base. The group toured a few locations and chose a space of 8,850 square feet in University Square, at the corner of Glen Avenue and University Street in central Peoria.

"Besides the right demographic profile, the group was seeking a highly visible location with plenty of parking. And, of course, the lease terms were important as well, as this company's mission is to offer affordable dental care to families.", says Tom Camper.

Renovations of the former Sears Repair Center have begun and the dental care facility is targeted to be open in fall 2010.

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