

## Equity CRE Represents Sellers in Sale of The Marketplace at Huntingdon Valley

**Plymouth Meeting, PA, October, 2026** – Equity CRE is pleased to announce that it represented the sellers in the sale of The Marketplace at Huntingdon Valley, a 257,000-square-foot retail destination in Montgomery County, Pennsylvania.

Originally a 50-acre family-owned farm, The Marketplace at Huntingdon Valley was thoughtfully planned, designed, and developed by a local family whose long-term vision and commitment to the community helped establish the property as one of the area's premier shopping destinations. The family's pride of ownership and hands-on approach to the property's development and operation have been central to its success.

For more than a decade, Equity CRE served as the property's exclusive leasing representative, working closely with ownership to implement a strategic leasing program focused on strengthening the tenant mix, enhancing the property's competitive position, and creating long-term asset value. The relationship was originally established through Equity CRE's **Rob Samtmann**, whose efforts in bringing the ownership group to the firm laid the foundation for a longstanding and successful partnership.

Led by **Keith Seymour**, Equity CRE completed several significant leasing transactions totaling approximately 55,878 square feet, including leases with Penn Cinemas, Good Stuff Thrift, Axiva, AT&T, Chipotle, and Smile Culture Dental. These transactions helped diversify the property's tenant roster, strengthen its income profile, and contribute to its long-term appeal as an investment asset. The investment sale was led by Equity CRE's **Ken McEvoy** and **Bart Delfiner**. Drawing on their investment sales experience and longstanding familiarity with the property and ownership, the team guided the sellers through a complex transaction involving detailed financial analysis, asset positioning, and negotiations. The transaction highlights the advantages of combining an established leasing relationship with investment sales expertise.

*"The entire team from Equity CRE played integral roles in the success of this transaction," explained **Brian Regli, Managing Partner of New Century Associates**, which developed and managed the Marketplace for more than 30 years. "The knowledge, experience and attention to detail offered our family immeasurable confidence that we would succeed during the sale process."*

Throughout its relationship with the sellers, Equity CRE worked closely with the family to support its vision for the property while adapting to changing retail market conditions. The successful sale represents the culmination of decades of thoughtful ownership and development, supported by strategic leasing and coordinated transaction execution.

Equity CRE extends its sincere appreciation to the sellers for their trust, friendship, and the opportunity to represent the family over the years. We are proud to have played a role in the property's history and to have helped bring this important chapter to a successful conclusion.

The property was acquired by an investment partnership between Wilder, a Boston-based real estate firm with a portfolio spanning the East Coast, and investors advised by J.P. Morgan Asset Management. Additional details about the acquisition are available in [Wilder's official announcement](#).



### For More Information, please contact:

**KEN MCEVOY**

kmcevoy@equitycre.com  
610.645.7700 x126

**BART DELFINER**

bdelfiner@equitycre.com  
610.645.7700 x117

**KEITH SEYMOUR**

kseymour@equitycre.com  
610.645.7700 x149

**ROB SAMTMANN**

rsamtmann@equitycre.com  
610.645.7700 x108

### About Equity CRE

Equity CRE is a full-service commercial real estate brokerage offering leasing, tenant representation, investment sales, and asset management across all commercial sectors. Based in Plymouth Meeting with a second office in Philadelphia, Equity CRE serves the PA, NJ, and DE markets and beyond through national network affiliations.