

Marketing Introduction

“My commitment to you, our client, is to ensure full exposure of your property through numerous marketing and real estate avenues. Upon signing a listing agreement with Cawley Chicago Commercial Real Estate, I immediately begin marketing efforts for your property by submitting your listing to four major real estate marketing websites, entering the listing on our company website, creating marketing spec sheets, and the creation of a distribution email to the chicagoland brokerage community (more than 2,300 contacts) alerting them to the new availability. On a quarterly basis I will generate a marketing report and send it to ownership to keep you informed on all activity and marketing actions that have taken place.

I assist the brokers in making sure that your listing is getting the full exposure it deserves. I meet with the brokers on a monthly basis and devise a comprehensive strategy month by month. If we do not receive the amount of response that your listing deserves within that month, I research alternative opportunities that we can take to gain more interest and exposure. This is my way of giving you the reassurance and expertise this company is dedicated to giving our clients and allowing our brokers more time seeking potential tenants or buyers.”



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Marketing Strategy

Cawley Chicago has for over 32 years been able to design a proprietary *System* for marketing properties. This system insures accountability by us and continuity in communication over the term of the relationship. This System can be tracked hourly, daily, weekly, monthly, quarterly or annually utilizing reporting functions within the Team Member's databases. Standardized reports are customized to each project and submarket and reporting comfort levels of individual clients' needs and wants. The system also allows seamless re-strategizing daily, weekly, monthly, or quarterly.

1. To Consistently Create a Value Identity within the Market for Maximum Exposure of the Project

Means for Accomplishment:

The backbone of the proprietary System is the marketing checklist developed over 32 years of industry experience. This checklist and it's component parts is customized by project and time frames and guarantees a comprehensive awareness to most effectively create the necessary value identity. The clients Cawley Team Member(s) will meet with the Marketing Director (at least) monthly to design and carry out specific promotional activities for a predetermined time frame. The Marketing director then executes the program while the team members are free to make calls and canvass door to door for prospective users.

2. To Directly Create Interest and Reinforce Value Among Potential/ Prospective Users

Means for Accomplishment:

CCRE's system is internally designed to free the brokers (client's team) to make calls or canvass the neighborhoods allowing direct connection to end users of your space. The company goal for each team member is to make 150 new contacts each week. We have developed multiple in-house tools to facilitate and track individual performance which in turn provides accountability to our clients. Cawley team members also track Deals in the Market, Lease and Sale Comps and utilize a proprietary ACT based database with every Tenant and Landlord. This provides the opportunity for instantaneous integration our client's project into the submarket thereby greatly improving market time lines.

Database Screen Shot

Company	Contact	Address 1	Address 2	Address 3	City	State
LFS Utidior	Lion Augustin	13025 Main St		Main St 13025	Lemont	IL
PicoGreen Pleasant Semolina Pages	George F. Giras	13025 Main St		Main St 13025	Lemont	IL
Perfect Match Products, Inc.	Frank Fabiano	13025 Main St		Main St 13025	Lemont	IL
Ibra Hillreisch, Inc.	Larry Workman	13023 Main St		Main St 13023	Lemont	IL
BMT	Dimple Kulev	12589 Main St		Main St 12589	Lemont	IL
Murphy Chemical Inspection Co.	John H Murphy	P.O. Box 43		Main St 12509	Lemont	IL
Spence Corp	Steven M. Ousalt	12505 Main St		Main St 12505	Lemont	IL
Cook Composites and Polymers	Maureen Nolan	P.O. Box 307		Main St 12511	Lemont	IL
Ozeo, Inc.	John P McGovern	P.O. Box 70		Main St 13261	Lemont	IL
National Trailer Services	Sean Nolan	13333 Main St		Main St 13333	Lemont	IL
West Shore Pipeline Co.	D. Terver	13025 Main St		Main St 13025	Lemont	IL
Concrete Clinic, Inc.	Sandra Bienczak	12009 Main St		Main St 12009	Lemont	IL
Specoco Industries	Jeffrey Bienczak	13007 Main St		Main St 13007	Lemont	IL
Romero Steel Co Inc	Jose Romero	1300 Main St		Main St 1300	Melrose Park	IL
Available - 032,731 SF on 8.2 Acres	CBK - Estus	12897 Main St		Main St 12897	Lemont	IL
Composite Steel Products	Robert Jones	12281 Main St		Main St 12281	Melrose Park	IL
Available - 010,000 SF	Mushy - CCRE	1141-57 Main St		Main St 1141-57	Lombard	IL

3. To Leverage our Strong Relationships Within the Vast Chicago Area Brokerage Community and Broker Based Information Systems and Tools

Means for Accomplishment:

The Chicago Area has an extensive Brokerage Community and Cawley Chicago has developed strong and trusted relationships with the majority of the active brokers. These relationships are focused on the 20% of the individual brokers doing 80% of the business. We are members of most industry associations (these are provided later in this presentation).

Marketing Tactics

Announcement

On the first day of this assignment, an electronic mail announcement will be sent to all members of the Association of Industrial Real Estate Brokers (AIRE) and Realty Showcase announcing the availability, specifications, features and terms of the property. In addition, the property specifications will be entered into all of the listing services. These databases effectively function as a shared source of listing information for the Chicago Metropolitan industrial and office brokers. We will also send an announcement to our databases that directly market to the user.

Personal Canvassing

A systematic approach of personal visits and telephone calls to logical users would begin immediately. SIC numbers and our in-house database(s) would be reviewed for compatible uses.

Geographic canvassing would be done in an *expanding circle method*; i.e., we begin canvassing those business owners in close proximity to your site and then over time expand the area of concentration. We feel that our focus should be toward companies that desire this facility type and/or are in close proximity to your building. The value of your property is maximized by its adaptation to similar users.

Simultaneously, a systematic "rifle shot" or vertical marketing approach will be directed to reach the most logical users in the shortest time frame possible.

Web Site/E-Mail

Your property, including a spec sheet, site/space plan(s) and photo will be displayed on our web site for on-line users, brokers or prospects requesting information on your property type or location.

Some prospects prefer to research space opportunities on their own before contacting a Broker. Three in four brokers are currently using this medium for marketing properties.

Advertising

We can also utilize selective advertising in business publications and various trade publications. These will serve to create additional awareness of the property. Our marketing budget will specifically identify all publications we believe are necessary.

Cooperating Brokers

In today's real estate market over 85% of the transactions consummated are through cooperative brokers. It is critical that we encourage the cooperation of the brokerage community. We will direct our attention to the brokers who are most active in your property's market and introduce them to the opportunities available at your site. Much of the contact will be through our personal relationships. We encourage the cooperation of the over twenty five hundred brokers in Chicagoland. Part of our marketing plan will be to communicate on a regular basis to these brokers on the status and availability of this project through commercial multiple listing services and assorted Associations and our in-house database.

Keeping brokers and users aware of a particular property over an extended period of time, at a high interest level, is the goal. We would propose a marketing program that continually updates brokers.



Marketing Tactics (cont)

Signage

Visibility and activity has been proven to be a major tool in our market awareness program. We find that not only will the signage help to generate activity, but also adds to the visibility of the property. Our goal is to draw attention to the location. The sign should describe the total square feet of the project and a list of all parties involved.

Networking / Trade Associations

We belong to many Trade Associations and have found that the most active brokers are easily identified, as are developers and users for most property types. Typically these Associations are geared toward the product type of real estate. Dan Cawley, as well as some of the other Cawley team members, are members of AIRE, SIOR and NICAR.

Most of these organizations have on-line e-mail services, which can be utilized for announcements, updates and other member's needs and wants that, may qualify for your property.

Direct Mail

Cawley Chicago has been successful in using a variety of brochure types and *we* understand what prospects require in the way of information. This knowledge streamlines the evaluation process and results in a shorter reaction sequence.

We find that when integrating canvassing and direct mail, we have the highest ratio of success with our marketing program. We will, therefore, direct our mail campaign to companies that we will call prior to and after the mailing is sent. This type of repetitive contact is critical in order to get the exposure necessary to generate activity in the project.

Therefore, we ensure that your money would be well spent to create an attractive package of information that can be used to complement our canvassing effort.

Company Forms / Reports

Cawley Chicago Commercial Real Estate knows the value of information to our clients. We have created and use on a regular basis a series of reports that maintain momentum in our marketing efforts for every property assignment in our portfolio. (See sample reports enclosed)

Databases

We belong to several listing databases where your project can be easily accessible specifically to the brokerage community, such as CoStar, Blacks Guide, and Loopnet. We recommend submission of a photo or rendering as soon as possible so that we may submit information to these listing databases along with our website. We also belong to several listing websites where your property is easily accessible to prospects, such as CityFeet, which is a listing website that is connected with Yahoo, Chicago Tribune classifieds, as well as, many other major newspapers around the United States. This website is free to users and they have full access to all the listings on CityFeet's search engine. We have found that this website has been a source of many prospect inquiries regarding our properties.

Marketing Tactics (cont)

Strategic Alliances

We are experts in understanding real estate from a physical and investment standpoint. We use experts outside our company, if necessary, to provide information and perspective to aid our clients and us in the decision making process.

National, State and Local Agencies

We will contact local, state and national agencies that are set up to assist businesses locate facilities for their business requirements. Some of these agencies may assist a prospect in financing, employee training, tax incentives and other related items. Local Chambers of Commerce and Economic Development Corporations (EDC's) have often been instrumental in the relocation of business.