



## **MARKETING ACTION PLAN**

*In order to achieve the highest possible sales price, the following marketing plan represents an efficient and highly effective approach to achieving maximum exposure to potential buyers and the brokerage community. The following marketing tools will be used:*

**1. MARKETING PACKAGE:** There will be two sales packages: (a) a brief one-pager that describes the financial performance along with a picture of the subject property, and (b) a detailed package that would show the property description, photographs, area description, financial analysis, rent survey, sales and market comparables, and an on site survey detailing the amenities and features of the property.

**2. LANDLORD ASSAULT:** Owners and institutional buyers will be contacted on a personal basis. A one -page synopsis of physical and investment highlights with colored photos will be mailed to them. A follow-up program will commence from the date of mailing.

**3. BUYER LIST AND DIRECT MAIL:** We have been accumulating names of every buyer during the last 60 months. A portion of this mailer will be sent to such investors.

### **4. ADVERTISING PROMOTIONS AND MARKETING MEETINGS:**

- Enter information in Broker Investment Guides and other specialized real estate publications.
- Enter information on a National Real Estate Internet Service and Multiple Listing Service for Investment Properties.
- Enter information into a commercial real estate internet-based marketing service that will allow instant access to a broker-to-broker and broker-to-principal private electronic broadcast system.
- Present property at the Real Estate Investment Association of California meetings in Orange County, Los Angeles, and Inland Empire - an organization of over 4,000 investment brokers.
- Present property at Investment Forums in Orange County, Los Angeles, San Gabriel Valley, and San Fernando Valley.
- Conduct an open house for specialized brokers

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**5. BROKER COOPERATION NETWORK:** We have an excellent reputation in the brokerage community as cooperating brokers. We have also developed working relationships with both commercial- investment, leasing, and residential brokers. We will make every effort to take full advantage of the brokerage network by continually providing complete and up-to-date information on the property.

### **6. ADVERTISING**

Orange County Register • Los Angeles Times • Wall Street Journal

**7. TAX DEFER EXCHANGE BUYERS:** Our affiliation with several of the nation's largest qualified intermediaries who control 50% of the entire 1031 exchange market allows nationwide exposure to a large volume of urgently, ready, willing and able buyers for your property as their replacement property

**8. REPORTING:** Throughout the duration of the listing, we will chart the progress of the marketing program which will be communicated to you, in writing, on a weekly basis. Our report will include:

- New prospects contacted
- Follow-up activities
- Marketing status reports
- Status of pending offers

**9. ASSET MANAGEMENT APPRAISAL OF SUBJECT PROPERTY:** Owner can have a third party opinion regarding the present condition or possible repositioning of his property in the marketplace for sale. A professional property management team actively involved with acquisition, disposition, project management, and property management in Southern California for over thirty-five years is available to provide such service.