

Section 5.0
**Approach to
Development &
Marketing**

Development Approach

We at Cushman & Wakefield have decades of experience delivering data driven approaches to the marketing of all property projects. Once we are engaged, we utilize a proven systematic phased marketing plan. Initially the property aspects are fully reviewed and detailed to create a comprehensive catalogue of data. High quality and visually appealing marketing materials are developed.



The Cushman & Wakefield global platform enables us to implement marketing campaigns on local, regional, and national basis. We keep all stakeholders involved and informed with regularly scheduled Teams calls and written reports. Our extensive data base includes thousands of industrial real estate users and our relationships enable us to reach a broad range of potential buyers. We envision that the property will draw attention from high tech, light manufacturing users as well as speculative developers. Collectively, our Team has closed thousands of transactions which gives us the experience and knowledge to advise our clients to the highest standards in the industry.

Cushman & Wakefield is the premier center for commercial real estate thought leadership. We set the standard for insightful forecasts, predictive analysis and data accuracy so clients can make smart, highly informed, strategic and expeditious real estate decisions.

Our in-house core marketing capabilities cover the entire real estate life-cycle including:

- Initial strategic review, property positioning and general project consultation
- Branding and graphic identity design and development
- Interactive media design, including websites, e-blasts, and online advertising
- Print design, including advertising
- Media planning, buying, negotiation and representation
- Post-campaign website tracking and analysis
- Social Media consultation/execution and campaign management/analysis to our clients to support their real estate requirements

Approach to Development & Marketing

Marketing Strategy



Social Media Advertising



Brochure



EBlasts



Drone Footage



Events



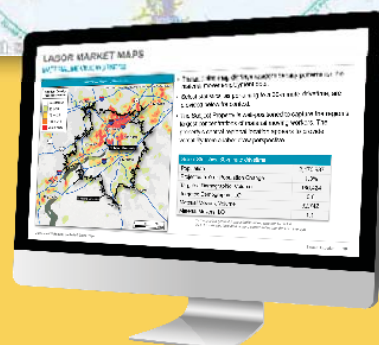
Signage



We realize the value of accurate and timely market information. Our company-wide commitment is to systematically collect, organize and analyze market data.



Real-time
data reporting
with the most
accurate results



MARKETING AGENCY REPORT
PROLOGIX CINCINNATI PORTFOLIO

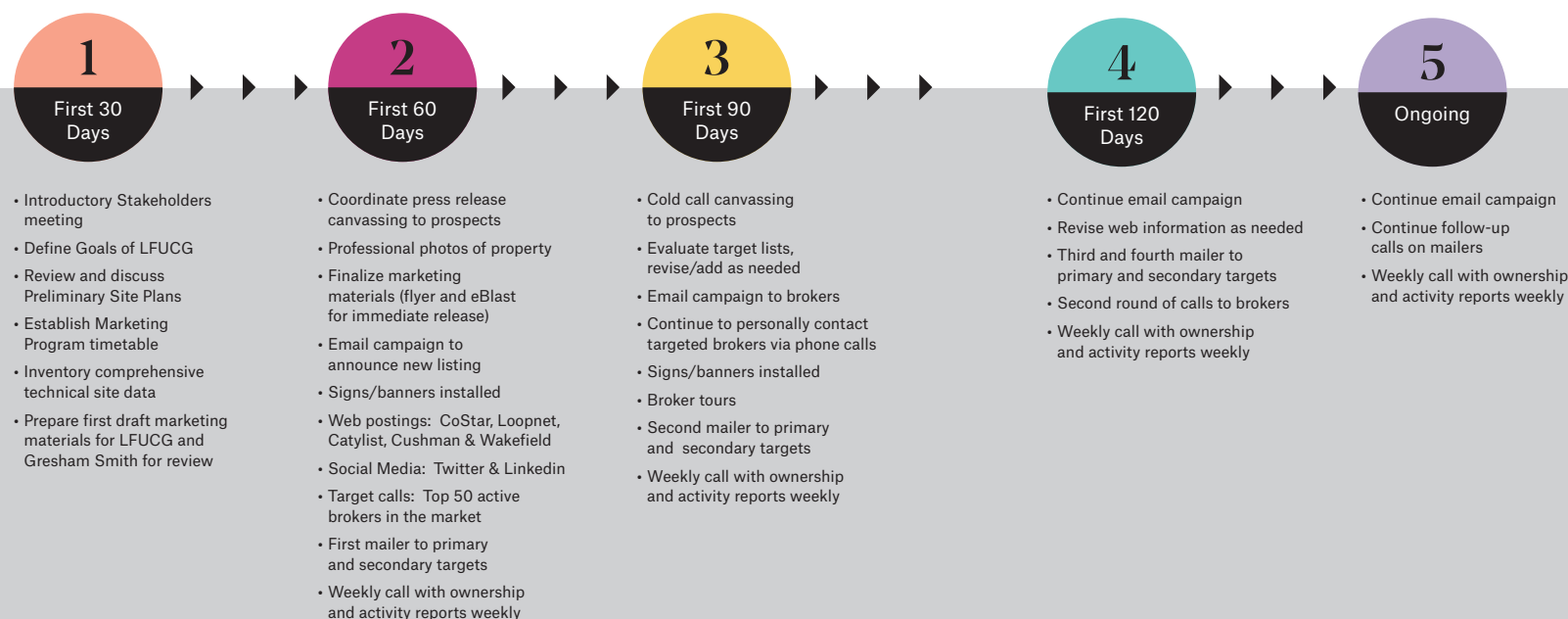
NORTHERN KENTUCKY PROJECTS

Project	Year	Value	Client	Project	Year	Value	Client
2010-2011	\$1.1M	\$1.1M	2010-2011	\$1.1M	\$1.1M	2010-2011	\$1.1M
2012-2013	\$1.1M	\$1.1M	2012-2013	\$1.1M	\$1.1M	2012-2013	\$1.1M
2014-2015	\$1.1M	\$1.1M	2014-2015	\$1.1M	\$1.1M	2014-2015	\$1.1M
2016-2017	\$1.1M	\$1.1M	2016-2017	\$1.1M	\$1.1M	2016-2017	\$1.1M
2018-2019	\$1.1M	\$1.1M	2018-2019	\$1.1M	\$1.1M	2018-2019	\$1.1M
2020-2021	\$1.1M	\$1.1M	2020-2021	\$1.1M	\$1.1M	2020-2021	\$1.1M

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Action Plan

Our innovative approach to marketing has been refined over the years as we always learn from our experience. Each new project has a set of marketing activities identified and placed into a timeline. Regular reporting keeps us accountable for adherence to the schedule. The marketing schedule will be closely coordinated with the timing of the infrastructure improvements to the property and focus on both the 200-acre and 50-acre sites.



Delivering
on your
goals and
priorities