

# 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.

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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

## Marketing Strategy



### Social Media Advertising



#### Drone Footage



#### Brochure



#### **EBlasts**



### Events



### Signage



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# CUSHMAN & WAKEFIELD

# **Innovation in Information**

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

With a proprietary internal database amplified by strategic partnerships, we determine price movement, values, and trends and make accurate predictions of market projections. Our Research Services professionals produce quarterly market reports on individual markets, regional reports and global trend reports. Publishing industry-leading reports and tracking a variety of sector data, we deliver some of the best information in the business.







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# **Action Plan**

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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.



- Introductory Stakeholders meeting
- Define Goals of LFUCG
- Review and discuss Preliminary Site Plans
- Establish Marketing Program timetable
- Inventory comprehensive technical site data
- Prepare first draft marketing materials for LFUCG and Gresham Smith for review

- Coordinate press release canvassing to prospects
- · Professional photos of property
- Finalize marketing materials (flyer and eBlast for immediate release)
- Email campaign to announce new listing
- · Signs/banners installed
- Web postings: CoStar, Loopnet, Catylist, Cushman & Wakefield
- · Social Media: Twitter & Linkedin
- Target calls: Top 50 active brokers in the market
- First mailer to primary and secondary targets
- Weekly call with ownership and activity reports weekly

- Cold call canvassing to prospects
  - Evaluate target lists, revise/add as needed

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First 90

Days

- · Email campaign to brokers
- Continue to personally contact targeted brokers via phone calls
- · Signs/banners installed
- Broker tours
- Second mailer to primary and secondary targets
- Weekly call with ownership and activity reports weekly



- · Continue email campaign
- Revise web information as needed
- Third and fourth mailer to primary and secondary targets
- · Second round of calls to brokers
- Weekly call with ownership and activity reports weekly
- · Continue email campaign
- Continue follow-up calls on mailers
- Weekly call with ownership and activity reports weekly

Delivering on your goals and priorities