**Overview**

The information below outlines our proposed marketing campaign. If a property has been on the market for a while, there are primarily two reasons for it to not gain traction in the marketplace - either the property is priced outside the market indicated range of value, or the property is not adequately exposed to potential buyers and cooperating brokers. Our plan will ensure that this site is properly exposed to the widest pool of buyers and that those buyers are given the best information possible to evaluate the site, with top-quality marketing materials to convey the appropriate message.

In the analysis and opinion of value section, we address the range of value. Our marketing efforts will begin following execution of a listing agreement, but preparation for marketing began as we studied the site to learn more about its zoning and other conditions prescribed by the Village of Deforest.

**Agreement of Goals and Expectations**

The first step of our campaign will be to work with you to finalize the goals and expectations for this project, such as asking price, targeted time from listing to closing, and being prepared to react to feedback from the market as the campaign ensues. We will work with you to establish the agreed upon final approach to the campaign.

**Utilization of Local Market Knowledge**

Our Marketing Team consists of established brokers who have decades of experience in the Southern Wisconsin market including vacant land sites for residential development. Accordingly, we have been able to build meaningful relationships with local, regional and national developers, investors and cooperating brokers who traffic in properties like yours.

**Marketing Materials, Plans and Exhibits**

Our Marketing Team will produce an initial brochure and marketing template for your review and approval. The brochure will include the key data points that developers need along with maps, photographs, a site plan, an executive summary of the covenants and other exhibits to allow prospective buyers a quick synopsis of the property’s features.

**Identification of and Contact with Target Buyers**

We will deploy a focused concentric ring strategy to marketing this facility. The first targets will be developers who specialize in low density residential and have done projects in Deforest and Sun Prairie. The next targets will be similar developers who have done projects elsewhere in the Madison area. We will also target regional and national developers that we have come into contact with who have inquired about Madison area sites in recent years. Finally, we will use national websites for mass marketing purposes (more info below). Each prospective buyer will receive an email or phone call from one of our team members. Our team will establish interest and build relationships with the goal of sending more information and scheduling a virtual meeting or to meet out on the land site.

**General Marketing**

We would recommend marketing your property to developer/principals and brokers alike through national websites, including LoopNet, Crexi, Catalyst, Commercial Exchange, and CoStar. All of these services involve paid subscriptions that we maintain and get a lot of attention from developers and investors. We would also utilize the local commercial exchange site covering southern Wisconsin (Property Drive) and Oakbrook’s website. Lastly, we would like to place a 4’ x 8’ real estate sign on site with your permission.

**Negotiation**

Upon receiving any offer or proposal, our Marketing Team will evaluate the developer’s track record, analyze the terms, identify what we believe to be the strengths and weaknesses of the offer, and make recommendations regarding how to respond. We (or your attorney, per your wishes) will then draft the counteroffer based on your decisions and we will present the counter in the best light possible to the opposite side.

**Due Diligence & Closing Preparations**

In concert with your team and counsel, we will ensure that the documentation, earnest money, inspections, estoppel letters, due diligence and other tasks get done in a timely and professional manner. We will also facilitate property inspections and other tours as necessary for the Buyer’s team and monitor and report on the key dates and seller responsibilities to prepare for closing.