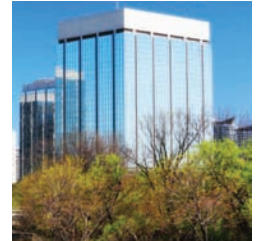


COMMERCIAL PROPERTY PowerSale™

An ongoing Accelerated Marketing Program
for commercial real estate assets

NAI Global invites you to participate in the Commercial Property PowerSale™, an Accelerated Marketing Program to help commercial real estate owners, investors and financial institutions achieve maximum value for their commercial real estate assets.



OFFICE ■ INDUSTRIAL ■ RETAIL ■ MULTIFAMILY ■ LAND ■ HOSPITALITY

NAI Global®

Commercial Real Estate Services, Worldwide.

www.naiglobal.com/amp

NAI Global's **Accelerated Marketing Program** speeds up the selling process of any property or asset.



The Accelerated Marketing Program is the most reliable way to sell commercial real estate—properties and loans—in today's challenging market. Our Accelerated Marketing Program gives you the option of offering your property for sale via a series of live Auctions, Sealed-Bid or a unique combination of the two formats. NAI Global's Accelerated Marketing Program speeds up the sale process of any property or asset, and turns the sales process into an exciting, urgent bidding match between serious, qualified prospective buyers.

NAI Global is the perfect partner to help you sell commercial real estate properties and loans. Our managed network combines the local knowledge, expertise and relationships of 5,000 professionals in 325 offices with global access to the most active private, institutional and corporate investors worldwide. NAI Global has decades of experience representing buyers and sellers in investment properties and debt. NAI agents complete over \$45 billion in transactions annually, including \$10 billion in investment sales. Our experienced team has completed over \$2.3 billion in asset sales through Accelerated Marketing Programs.

NAI Global's Accelerated Marketing Program offers sellers the choice of three proven sales vehicles. Why expose your property to an extended sales cycle when you can condense the marketing, negotiating, sale and closing into a predetermined **date-certain event**. All properties featured in the Commercial Property PowerSale™ will benefit from an aggressive marketing campaign that will include local and national advertising in major newspapers, business journals and trade publications; electronic advertising via the internet; and email to our massive database with **over 175,000 of the most active buyers and sellers**.

How it Works...

Auction Marketing

A live auction brings together all interested parties to ensure a successful sale. Bidders may participate in person, by phone or via the internet. The auction method allows you, the seller, to set the timetable and receive local and national exposure for the property or asset. Auctions are exciting. Offers and counter-offers and the frustratingly slow negotiations process are swiftly turned into an exciting, urgent bidding match between serious prospective buyers.

Sealed Bid

Though similar to a live auction in the basic process, with sealed bids each bidder has no idea of the competitors' pricing strategy. This uncertainty often results in competitive bidding that achieves a higher sales price. Sealed bid also allows for competitive bidding and the date certainty of an auction without the frenzy of an open outcry auction.

Sealed-Bid Plus™

NAI Global is offering a unique twist to the sealed bid program to help sellers achieve the highest possible sale price for their assets. How? The process starts with submission of a sealed bid. Then the finalists are invited to participate in a brief open bidding process to secure the highest bid for that asset. This strategy has been proven to produce a winning bid that is 10-15% higher than the original sealed bid.

Create Urgency for buyers to act now!

Competitive bidding affirms true market value.

The Benefits of Accelerated Marketing

- Shortens the sales cycle
- Provides seller with a definite date to sell and close on the property or asset
- Reduces holding costs
- Knowing a specific closing date allows more opportunities for reinvestment and reallocation of funds
- Creates urgency – encourages buyers to act now!
- Competitive bidding affirms true market value
- Seller controls the terms and conditions of the sale
- Aggressive local/national advertising ensures maximum exposure to potential buyers. Your asset will benefit from the aggregated marketing power of all the properties in the program.
- Seller pays only a marketing allowance (typically \$5,000-\$15,000 for each asset, based on its estimated value). Commissions are paid by the buyer.
- Proactive, property-specific search targeted to local, regional and national buyers

The Process...

Sellers are invited to offer individual assets, multiple assets and entire portfolios in the Commercial Property PowerSale™. All commercial property types will be considered, including Office, Industrial, Retail, Multifamily, Hospitality, Land, Residential Subdivisions and Mixed-Use Sites. Commercial real estate loans, both performing and non-performing, may also be offered for sale. NAI Global will evaluate properties submitted and organize specific properties for inclusion in planned auctions or sealed-bid events based upon property type and geography. The NAI Global team, starting with your local NAI Agent, will guide you through the Accelerated Marketing process from start to finish:

Phase 1: Pre-Sale Preparation

- Auction/Sealed-Bid Agreement signed
- Transaction manager assigned
- Marketing plan and buyer profile developed
- Property information collected for property information packages (PIP)

Phase 2: Marketing

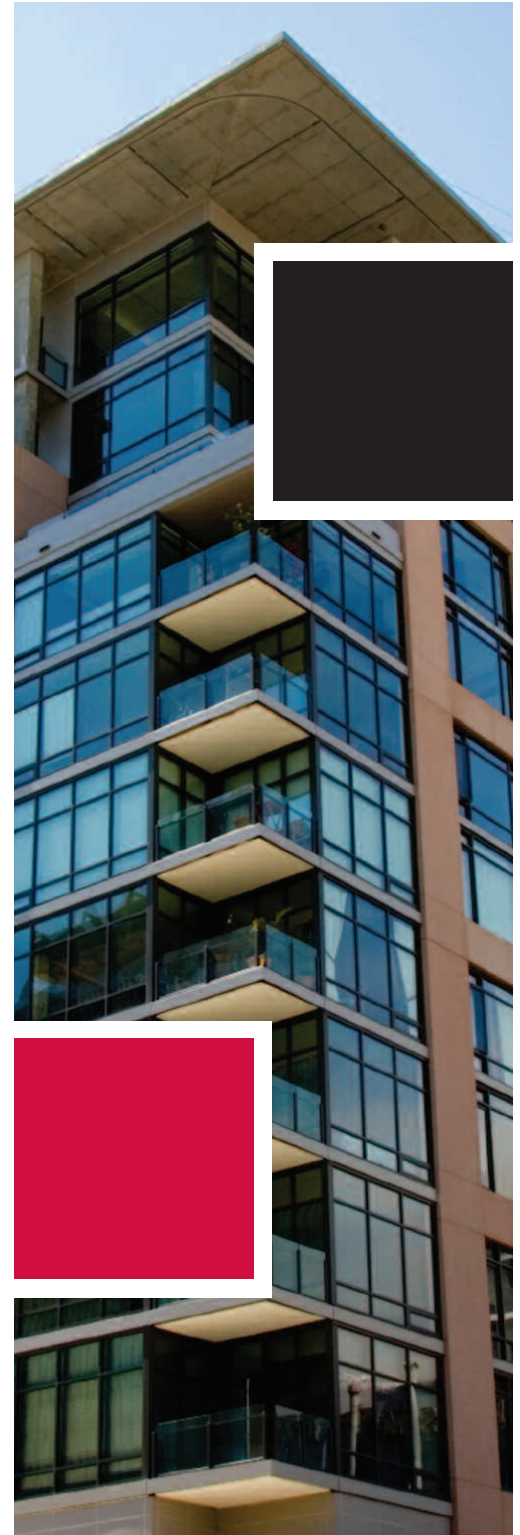
- Brochure production and mailing
- Web site posting and email notification to prospective buyers
- Print and electronic ads placed in local and national media
- On-site sign placement
- Preparation of property information packages (PIP)

Phase 3: Auction/Sealed-Bid Deadline Day

- Bidder registration and collection/escrow of “earnest money”
- Bidding begins
- Sealed Bids are opened, winning bid selected
- If Sealed-Bid Plus™ is selected, finalists are notified of date/time for final live bid forum

Phase 4: Post-Event

- Escrow deposit delivered to closing agent
- Transaction manager monitors closing process





**Build on the power
of our network.™**



Why NAI...

NAI Global is the premier network of commercial real estate firms and one of the largest real estate services providers worldwide. Our managed network combines the knowledge, insights and relationships of 5,000 local experts in 325 offices worldwide with dedicated global management and award-winning property marketing and transaction management technology.

- NAI Agents complete over \$45 billion in transactions annually, including over \$10 billion in investment sales.
- Our longtime partner, Higgenbotham Auctioneers, has extensive experience marketing major commercial and industrial properties utilizing innovative auction techniques. Founded in 1959, Higgenbotham's experience and performance is virtually unmatched in the industry. Together, we have completed over \$2.3 billion in sales through Accelerated Market Programs.
- NAI Global has relationships with the most active buyers locally, nationally and the world over. That, combined with our extensive database of 175,000+ active auction buyers, creates the largest possible buyer pool for your assets.

How to Participate...

If you would like to submit commercial real estate assets for sale in an upcoming event, contact your local NAI Agent or register at www.naiglobal.com/amp and we will contact you.

For more information, contact:

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