



**SPERRY**  
— **COMMERCIAL** —  
**GLOBAL AFFILIATES**<sup>SM</sup>  
**LOCAL REACH** ON A **GLOBAL SCALE**

LOCATIONS NATIONWIDE  
[WWW.SPERRYCGA.COM](http://WWW.SPERRYCGA.COM)



## WHO WE ARE

# Sperry Commercial Global Affiliates

## Our Mission

To be the leading commercial real estate services provider on a global scale.

## Our Vision

- To offer the highest level of commercial real estate services available through thoughtful, cooperative, and ethical practices.
- To deliver extensive market knowledge, skilled analysis, and sound real estate advice to every client, while building lifelong relationships that grow with the changing market.
- To utilize innovative technologies that support better business, and partner with those who thrive in an environment built on trust and a true spirit of collaboration.



## Our Guiding Principles

### Accountability:

We are all accountable for our actions.

### Collaboration:

We promote a true collaborative environment that fosters good will, a cooperative spirit, and strong alliances.

### Community Outreach:

We are committed to giving back by volunteering and improving the communities we serve.

### Discipline:

We are dedicated to providing the highest level of service to the very best of our abilities.

### Ethical:

We believe in showing the characteristics of sound virtues.

### Excellence:

We strive to go above and beyond in everything we do.

### Fun:

We don't take ourselves too seriously and incorporate fun whenever we can.

### Integrity:

We embody the characteristics of being honest and having strong moral principles.

### Passion:

We exude energy, enthusiasm, and excitement in all our endeavors.

### Perseverance:

If at first we don't succeed, we try again!



## OUR COMPANY

# Full Brokerage Services

We provide comprehensive acquisition, disposition, exchange, leasing and consulting services.

Our specialists average 15 years of extensive real estate experience, and are among the most experienced professionals in the industry.

Our marketing associates are diverse and come from a variety of backgrounds, many having advanced degrees and professional designations.

Sperry Commercial associates are always current on real estate trends and the forces that are shaping their local and regional markets.

## AGENT SPECIALIZATION

Our agents are specialized in their services by:

- ✓ Property Type Discipline
- ✓ Sales and / or Leasing Expertise
- ✓ Geographic Area Focus

Each Sperry Commercial associate knows the buyers, the buildings, the property owners, building characteristics, market rents, vacancy factors, employment drivers, business growth, recent sales, market trends, and demographics in their market area.

### Commercial Real Estate Sales

### Leasing Services

### Full Range of Asset Categories

- ✓ Multi-Family
- ✓ Retail
- ✓ Office
- ✓ Industrial
- ✓ Land
- ✓ Hospitality
- ✓ Mobile Home Park







## OUR AGENTS

# Passion + Experience + Integrity

**Working for YOU**



## 10 Qualities of Sperry Commercial Agents

1. Dedicated to Achieving Client Goals
2. Tenacious and Enthusiastic Service
3. Committed to Long Term Client Relationships
4. Continual Communication with Client
5. Proactive Cooperation with Other Brokers
6. Constant and Immediate Market Knowledge
7. Honest and Transparent Dealings
8. Expert at Negotiation and Solution Driven
9. Specialized in a Specific Asset Type and Geography
10. Superior Marketing Materials and Documents



## Adding Value, One Client at a Time

|              |                   |                  |
|--------------|-------------------|------------------|
| Sales        | Distressed Assets | Land             |
| Leasing      | Tenant Rep.       | International    |
| Multi-Family | Relocation        | Market Data      |
| Industrial   | Sale / Leaseback  | Site Selection   |
| Office       | Short Sales       | Lease Consulting |
| Retail       | Renewable Energy  | Medical          |
| Net Lease    | Property Analysis | Hospitality      |



## EXCEEDING EXPECTATIONS

# Intimate Market Knowledge



### Capturing Unseen Value

Often property owners are not aware of the many intrinsic values their asset may hold beyond the numbers. This can mean undervaluing a property. Sperry Commercial associates have an intimate and current understanding of the market and its trends. We know what the demand is, what the market seeks, and the highest and best use for a particular asset.

### Direct Access to Market Players

An important resource is our ability to access active buyers and tenants on the move. The market is constantly shifting, and we seek and maintain constant face-to-face contact with current industry players. With decades in the business and ongoing involvement in the market, we have established a long list of direct contacts and relationships with ready, willing, and able decision makers.



### Property Valuation

Our marketing associates conduct market surveys that provide an accurate estimate of a property's current value, a proposed marketing plan, and a marketing package. We feel that it is critical to work closely with our clients to formulate a specific marketing plan and a vision for valuation that buyers or prospective tenants would respond to on a particular asset. Positioning a property requires consideration of potential opportunities and liabilities for a proposed transaction.

### Comprehensive Database

We maintain computer records of all property transactions on a daily basis. We can access and filter our database in multiple ways such as size and type of property, location, leverage, and much more. All of this allows our specialists to locate a large number of proven and reputable purchasers and tenants. Sperry Commercial invests heavily in the implementation of cutting edge information technology to have up-to-date market knowledge.



## DELIVERING RESULTS

# Our Complete Marketing Plan

### Aggressive and Broad Based Marketing

Sperry proactively communicates with outside agents and brokerage companies as well as our own internal affiliate network to maximize the market visibility of our listings. Listings are shared openly with the entire investment brokerage community, allowing our clients to take full advantage of an extensive network of brokers and investors who are active within the market. This broad based marketing quickly brings to the table multiple interested parties, thus creating a bid like auction environment that assures the highest and best possible price and terms for our clients.

### Benefits to Our Strategy

- ✓ Multiple Offers
- ✓ Competing Prospects
- ✓ Bid-Like Atmosphere
- ✓ Higher Price
- ✓ Better Terms
- ✓ Quicker Transaction



### Client Feedback

We believe in keeping in constant contact with our clients. We communicate on a regular basis with our clients on all activity, including marketing efforts and brokerage and investor response. Additionally, we like to meet in person periodically to get feedback from our clients.

### The following may be applied to marketing your property:

- Full Marketing Brochures
- Marketing Flyers
- Phone Calls to 1031 Exchange Buyers
- Call Active Buyers/Tenants
- "Just Listed" Postcards
- Presentation at Company Sales Meetings
- Contact Owners with Similar Property in Area
- Post Property on Loopnet, CoStar, Crexi, and others
- List on Multiple Listing Service (MLS)
- Email Blast Brokers and Principal Database
- Sign on Property
- Website for Property
- Target Ads in Foreign Language and Specialized Newspapers
- Property Tours and Open Houses
- Virtual Tours
- Trade Shows and Conferences



## LEADING THE MARKET

# The Value of Representation

|  |   |   |  |                                      |
|--|---|---|--|--------------------------------------|
| 1031<br>EXCHANGE<br>BUYER CALLS  | COLD CALLS  | PROPERTY<br>FLYERS  |   |                                      |
| FULL<br>MARKETING<br>PACKAGES  |    | MARKETING<br>BROCHURES  |  |                                      |
| EMAIL BLASTS   | PRESENT AT<br>BROKER<br>FORUMS  | SPECIAL<br>INTEREST<br>NEWSPAPERS   |  |                                      |
|  | PROPERTY<br>AND VIRTUAL<br>TOURS  |  | FOREIGN<br>LANGUAGE<br>NEWSPAPERS  | TRADE<br>SHOWS                       |
| INTERNET<br>MARKETING  | PROPERTY<br>SIGNS   | NEWSPAPER<br>ADS  |  |                                      |
|  | COSTAR<br>LOOPNET<br>MLS LISTING  |  | PRESENT AT<br>SALES<br>MEETINGS  | PROPERTY<br>OWNERS<br>PHONE<br>CALLS |
| AFFILIATE<br>NETWORK<br>DISTRIBUTION   |  | POSTCARDS   | SPERRY<br>WEBSITE  | PROPERTY<br>WEBSITE                  |



## LEVERAGING THE POWER

# The Sperry Advantage

**NATIONWIDE  
MARKET  
EXPOSURE**



## Working with the Entire Brokerage Community

We deliver quick and extensive marketing for our listings. Your advantage is Sperry's use of leading edge technology and our extensive database of brokers to broadly expose our commercial real estate listings to specific markets. We leverage the entire brokerage community to deliver the highest and best price to our clients. Our culture of high integrity and proactively seeking and working with outside brokers delivers results fast, nationwide.





## ON THE LEADING EDGE

# Our Technology

### Focused on Excellence

At Sperry Commercial Global Affiliates, we are committed to recognizing and utilizing the newest in cutting edge real estate technology available in the industry today. And, we remain focused on providing constant training to our agents to make sure that our entire platform is being utilized.

**COSTAR** is the leading provider of commercial real estate information, analytics and online marketplaces, offering listing services, sales and lease comparables and property specific information. Sperry retains a national license enabling our Brokers the access to properties on a national level.



**LOOPNET** is the most heavily trafficked commercial real estate marketplace online with more than 8 million registered members and 5 million unique monthly visitors. Its primary business is to provide commercial real estate listings (for sale and for lease) in the United States.



**CREXi** is a commercial real estate marketplace that simplifies transactions for brokers with a suite of easy-to-use tools to manage the entire process from listing to closing. Bringing the traditional CRE sales process online, CREXi leverages the latest advances in technology to make transactions ultra efficient.



**ARGUS** is the industry standard commercial real estate cash flow projection, transaction analysis and asset valuation solution to quickly and accurately analyze commercial real estate assets and transactions.



**REALNEX** is a comprehensive, integrated solution for commercial real estate professionals offering a suite of tools for projects from end-to-end, to simplify processes and to close deals faster.



**BREVITAS** is a real estate software platform connecting buyers and sellers nationally with just one click.



**YARDI MATRIX** is a complete commercial real estate intelligence source offering comprehensive market intelligence and analysis of current market conditions at both the micro and macro levels.



**PROSPECTNOW** helps identify properties and owners that are most likely to be listed for sale in the next 12 months.



**LEXISNEXIS** provides access to billions of searchable documents and records from more than 60,000 legal, news and business sources with the ability to research properties and owners.



**CRMLS MATRIX** offers access to over 100,000 listings with its detailed search and mapping capabilities, and provides a suite of tools and services to real estate brokers.



**TREPP** is a leading provider of data, analytics, and technology solutions to the global securities and investment management industries. Trepp also provides a distressed commercial asset database and access to the CMBS Loan Market.



**THE APARTMENT DIRECTORY** provides comprehensive research on apartment properties, a vast owner directory of contacts and phone number inquiry.



**RETAIL LEASE TRAC** offers the largest and most accurate national retail tenant database in the industry with phone number contacts.



**PROPERTYRADAR** offers foreclosure services used by nearly 100% of the top foreclosure investors and brokers and is the only service that actively tracks every foreclosure through the entire process.



**BUILDOUT** provides custom marketing materials, a streamlined listing process, custom property websites and centralized property information.



## PRICING STRATEGY

# Sensitivity Analysis

### Probable Transaction Scenario

| PRICE                         | ATTRACTS                     | OFFERS   | DAYS ON MARKET                                      |
|-------------------------------|------------------------------|--|---|
| 10%<br>OR MORE<br>OVER MARKET | 0% TO 30%<br>OF THE MARKET   | VERY FEW OFFERS,<br>IF ANY - WILL ATTRACT<br>LOW BALL OFFERS | MORE THAN 180<br>DAYS, NOT LIKELY TO<br>TRANSACTION |
| UP TO 10%<br>OVER MARKET      | 30% TO 60%<br>OF THE MARKET  | OFFERS GENERATED ONE<br>AT A TIME OVER LONG<br>SPAN OF TIME  | 120 TO 180<br>DAYS ON MARKET                        |
| FAIR<br>MARKET VALUE          | 60% TO 90%<br>OF THE MARKET  | MULTIPLE OFFERS COMING IN<br>PROGRESSIVELY OVER TIME         | 60 TO 120<br>DAYS ON MARKET                         |
| UP TO 10%<br>BELOW MARKET     | 90% TO 100%<br>OF THE MARKET | SIMULTANEOUS MULTIPLE<br>OFFERS MADE QUICKLY                 | LESS THAN 60<br>DAYS ON THE MARKET                  |

**Below Market Pricing:** Pricing your property slightly below market has the high potential to quickly generate great interest, increased multiple offers, and likely a bidding war that will drive the price far beyond the original asking price.

**Only One Chance to Make a First Impression:** It is important to price a property properly when coming to market because it is the first few weeks of marketing a listing that will generate the greatest market interest for the property.

**Negative Effects of Overpricing:** While many property owners want to price their properties aggressively above market and later negotiate down with a submitted offer, it is important to know that there is a direct correlation between pricing a property over market value and the decrease in prospects willing to submit offers. Fewer offers generated will result in lower negotiation leverage for the owner.

- Discourage people who are willing to negotiate;
- Aid the sale of competing properties;
- Demotivate presentation of your property by outside agents;
- FEWER OFFERS = LESS COMPETITION = LOWER PRICE.

### What Affects the Value of Your Property?

- Income
- Location
- Age
- Size
- Construction
- Leases
- Unit Mix
- Replacement Cost
- Financing
- Sales Comparables
- Competing Properties
- Upside Potential

### What Does Not Affect the Value:

- What you originally paid for the asset;
- Your desired cash proceeds from the transaction;
- What your friends or neighbors say.

### To Get the Best Price for Your Property:

- Choose a specialized agent for your property type;
- Make improvements recommended by your agent;
- Choose an agent with an aggressive marketing plan;
- HAVE PROSPECTS COMPETE SO YOU WIN!
- HIRE AN AGENT WHO COOPERATES WITH THE ENTIRE BROKERAGE COMMUNITY!



## TRAINING & MARKETING

# Value Proposition

### Training

**BOOT CAMP** - A multi-day sales training and introductory class for agents on the Sperry Commercial platform.

**Training Seminars** - We hold a regular schedule of training workshops covering a full spectrum of subjects.

**Training Video Library** - We have a complete collection of training seminars from pre-eminent instructors in the industry.

**Lunch & Learn** - Our affiliated vendors provide Sperry Agents with hands-on training including webinars and lunch & learn seminars.

### We are determined to:

- ☒ Stay on top of the market
- ☒ Constantly prospect opportunities
- ☒ Provide excellent client service
- ☒ Attract and keep top agent talent
- ☒ Enhance the productivity of our agents
- ☒ Speed service to clients
- ☒ Improve marketing material
- ☒ Provide up-to-date information

### Marketing

**Proposals and Marketing Brochures** - Professional and detailed packages with multi-functionality for all property types.

**Tuesday Morning Sales Meetings** - Agents present listings company-wide and discuss industry relevant topics.

**Property Website** - Sperry Commercial property listings get their own individual website.

**Sperry Commercial Website** - Agent bios, affiliate locations, file sharing, document vaults, and news articles on our company.

**Property Signs** - We have a complete range of signs suited to all property types, whether for sale or lease.

**Tradeshows** - Listings presented at national industry tradeshows.

**Postcards** - We create custom postcards for properties we have listed for sale and mail them to our database of buyers.

**Email Blasts** - Mass marketing of Sperry Commercial listings to our database of over twenty thousand brokers and principals.

**Newspaper Ads** - For full market exposure on our listings, we put ads in local, special interest and foreign language papers.



## A SPECTRUM OF Client Services

### **Burton Young, President**

**Sperry Equities**

#### **EQUITY INVESTMENTS**

Burton Young's 27 year real estate experience encompasses all facets of the business including brokerage, asset management, leasing, acquisitions, dispositions, and finance. Mr. Young presides over ten million square feet of office, industrial, and retail property nationwide for Sperry Equities. In his career, he has personally brokered transactions exceeding \$1 billion in sales, and is the managing partner for over 50 investment real estate partnerships.



### **Rand Sperry, CEO**

**Sperry Commercial Global Affiliates  
and Sperry Equities**

#### **COMMERCIAL REAL ESTATE BROKERAGE**

Rand Sperry's career spans more than 40 years of real estate brokerage experience, wherein he established Sperry Commercial's brokerage franchise platform, the property management division, headed by Mr. Jack Carroll, and the equity investment group, presided over by Mr. Burton Young. Sperry Commercial is a full-service real estate brokerage company representing all major asset types.



### **Mary Carlston, Finance Director**

**Sperry Commercial**

#### **REAL ESTATE FINANCE**

Mary Carlston is responsible for underwriting, structuring debt, and managing lender relationships. Previously, she was with two major banks, Arthur Anderson and GMAC Commercial Mortgage involving over \$3 billion in transactions. With 37 years of experience in the lending industry, Mary provides an immeasurable depth of expertise and strategic planning to Sperry Equities and our commercial investor portfolios.



### **Jack Carroll, President**

**Sperry Commercial**

#### **PROPERTY MANAGEMENT AND ASSET MANAGEMENT**

Jack Carroll has more than 35 years of experience in commercial real estate asset management, leasing, and the strategic positioning of assets. Mr. Carroll oversees the asset management of over 10 million square feet, and approximately \$1 Billion of commercial real estate throughout the United States. He has leased more than 4.5 Million square feet of retail, office, industrial, and R&D space through direct negotiations and through the direction of marketing teams.



WE THINK LIKE OWNERS...BECAUSE WE ARE!

# Property Management



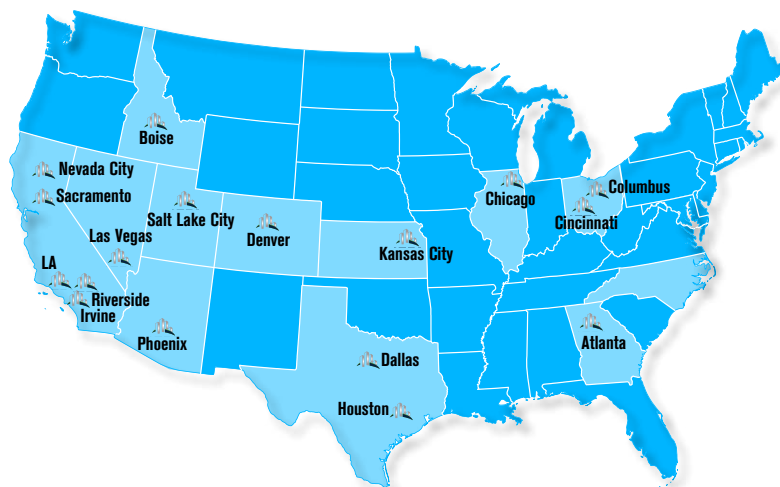
**REST EASY ENTRUSTING YOUR ASSET  
TO OUR CAPABLE HANDS**

- ✓ Up to 40% Savings on Insurance
- ✓ 24/7 Web Access Accounting
- ✓ Aggressive Rent Collections
- ✓ Proactive Tenant Retention
- ✓ Ongoing Expense Reviews
- ✓ Comprehensive Monthly Reporting
- ✓ Property Tax Reduction
- ✓ Customized Management Services
- ✓ Lender Assistance
- ✓ Effective Cash Management
- ✓ Preventive Maintenance
- ✓ Construction Supervision
- ✓ Asset Valuation

## NATIONWIDE SERVICE FOR ALL PROPERTY TYPES

**Office | Flex | Industrial | Retail | Multi-family**

More Than \$1 Billion of Assets Under Management  
Property Management | Asset Management | Receivership



Accredited  
Management  
Organization



Institute of  
Real Estate  
Management

## WE EARN OUR FEE BY SAVING YOU MONEY!

We understand the owner mentality inside out and because we own and manage more than 10,000,000 square feet of properties ourselves, we never lose sight of the bottom line. We work hard to **make money** and **save money!** Our services are the next best thing to managing it yourself.

The significant savings on insurance with our Master Policy Premiums alone reduces costs and practically pays for our management fee. We also provide owners with 24 hour access to an on-line vault of comprehensive reports via our website.

We deliver customized solutions for your unique ownership needs. Let us put our experienced management team to work for you!

# INVESTING WITH PEOPLE WHO CARE

## Equity Investments

### Our Values

#### Accountability.

We set clear, attainable goals and monitor progress to ensure achievement.

#### Responsiveness.

We respond quickly to all our constituents by doing what we do best.

#### Fun.

We enjoy motivating each other and sharing a fun work environment.

#### Integrity.

We maintain the highest moral and professional standards and honor our word in our relationships.

#### Reliability.

Our customers can depend on us for consistent, high quality service. Our employees can count on us to be fair, honest and direct.

### Who We Are

Sperry Equities is a full-service commercial real estate investment company, specializing in the repositioning of underperforming real estate throughout the nation. For over 30 years, our principals have created value and wealth by purchasing over \$1.5 Billion in distressed assets, generating annual returns of 20%-30%.

Our business mode is centered on the belief that our clients' interests come first. We don't make money until they do. Sperry Equities offers a rare blend of hands-on real estate experience with sophisticated capital market knowledge. It's our aggressive leasing and dedicated property management that builds our portfolio's value and our investors' wealth.

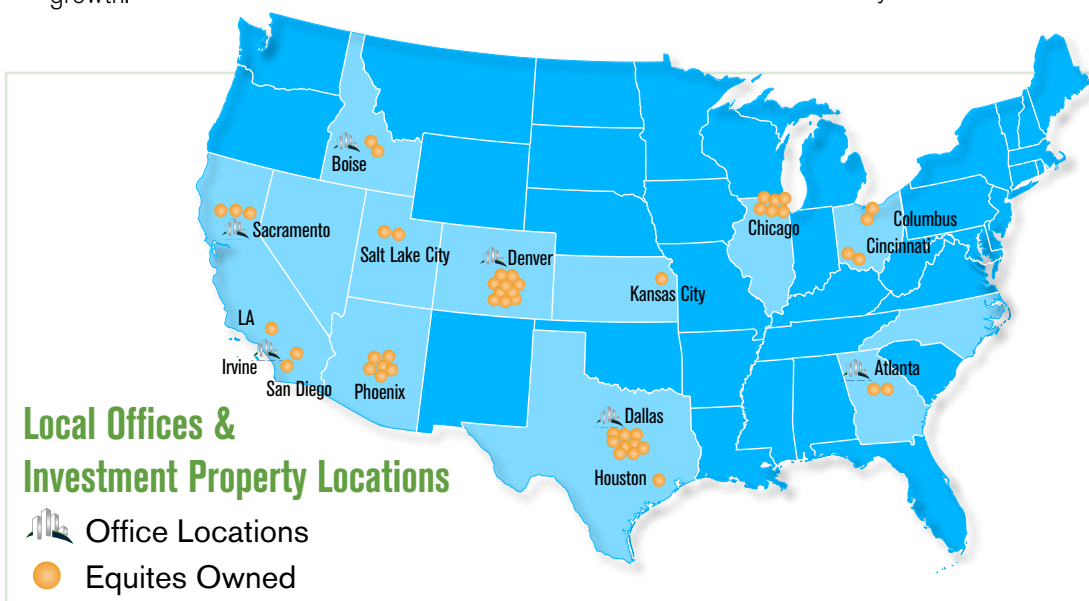
### Acquisitions Criteria

#### Industrial & Flex

- Class A and B properties in major metropolitan areas.
- Multi-tenant, retail, industrial & flex/office business parks.
- Value added opportunities with potential cash flow growth.

#### Retail

- Value-add opportunities with up-side and cash flow.
- Properties with National tenants only.







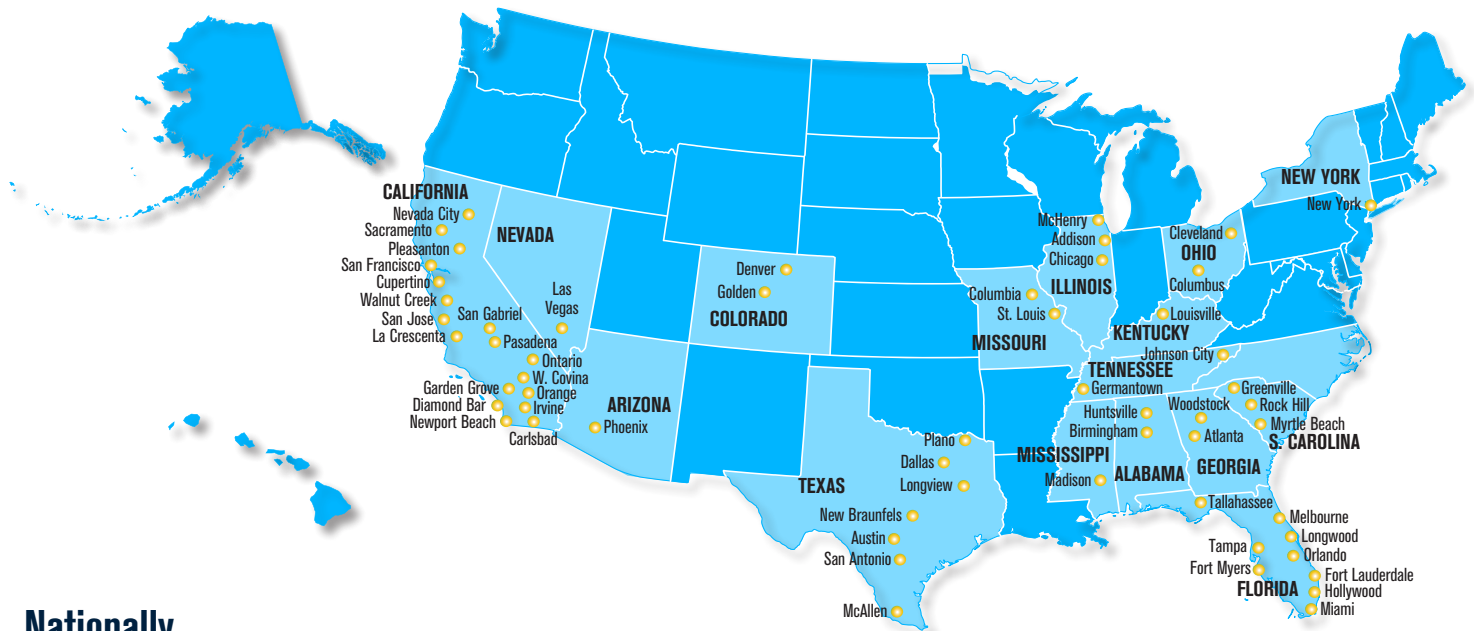


## A GROWING GLOBAL NETWORK

# Sperry Locations

We're growing fast! With a team of talented Agents and Affiliate offices across the nation and beyond, Sperry Commercial Global Affiliates is capable of handling your commercial real estate needs wherever they may take you.

**Look for us in the following cities, with more new offices opening soon.**



### Nationally

- Addison, IL
- Atlanta, GA
- Austin, TX
- Birmingham, AL
- Carlsbad, CA
- Chicago, IL
- Cleveland, OH
- Columbia, MO
- Columbus, OH
- Cupertino, CA
- Dallas, TX
- Denver, CO
- Diamond Bar, CA
- Fort Lauderdale, FL
- Fort Myers, FL
- Garden Grove, CA
- Germantown, TN
- Golden, CO
- Greenville, SC
- Hollywood, FL
- Huntsville, AL
- Irvine, CA
- Johnson City, TN
- La Crescenta, CA
- Las Vegas, NV
- Longview, TX
- Longwood, FL
- Louisville, KY
- Madison, MS
- McAllen, TX
- McHenry, IL
- Melbourne, FL
- Miami, FL
- Myrtle Beach, SC
- Nevada City, CA
- New Braunfels, TX
- Newport Beach, CA
- New York, NY
- Ontario, CA
- Orange, CA
- Orlando, FL
- Pasadena, CA
- Phoenix, AZ
- Plano, TX
- Pleasanton, CA
- Rock Hill, SC
- Sacramento, CA
- San Antonio, TX
- San Francisco, CA
- San Gabriel, CA
- San Jose, CA
- St. Louis, MO
- Tallahassee, FL
- Tampa, FL
- Walnut Creek, CA
- West Covina, CA

### Internationally

- Korea
  - Singapore
  - Vietnam
  - United Kingdom
- Canada (coming soon)**