A quorum of the Administration Committee, Board of Public Works, Park Board, and/or Common Council may attend this meeting; (Although it is not expected than any official action of any of those bodies will be taken).

# CITY OF MENASHA REDEVELOPMENT AUTHORITY Council Chambers, 3<sup>rd</sup> Floor, City Hall 140 Main Street, Menasha

January 25, 2012

5:00 PM

### **AGENDA**

- A. CALL TO ORDER
- B. ROLL CALL/EXCUSED ABSENCES
- C. MINUTES TO APPROVE
  - 1. Minutes of the January 18, 2012 Redevelopment Authority Meeting
- D. PUBLIC COMMENTS ON ANY MATTER OF CONCERN ON THIS AGENDA (five (5) minute time limit for each person)
- E. DISCUSSION
  - 1. Presentation of Real Estate & Marketing Proposals for Lake Park Area:
    - a. Coldwell Banker, the Real Estate Group Ripley & Krueger (5:05 PM)
    - b. Coldwell Banker, the Real Estate Group Rockwell & Werth (5:30 PM)
    - c. Grub & Ellis / Pfefferle (5:55 PM)
    - d. RE/MAX 24/7 (6:20PM)
- F. ACTION ITEMS
  - 1. Selection of Preferred Residential and Commercial Real Estate Proposal(s) for Lake Park Square and Lake Park Villas
- G. ADJOURNMENT

### CITY OF MENASHA

### Redevelopment Authority Council Chambers, 3<sup>rd</sup> Floor, City Hall – 140 Main Street

January 18, 2012 DRAFT MINUTES

### A. CALL TO ORDER

The meeting was called to order at 5:04 p.m. by Chairman Kim Vanderhyden.

### B. ROLL CALL/EXCUSED ABSENCES

REDEVELOPMENT AUTHORITY MEMBERS PRESENT: Ald. Jim Englebert, Kim Vanderhyden, Kip Golden, Bob Stevens and Gail Popp

REDEVELOPMENT AUTHORITY MEMBERS EXCUSED: Linda Kennedy

OTHERS PRESENT: CDD Keil, PP Homan, Dave Wuestenberg and Ald. Chris Klein

### C. MINTUES TO APPROVE

### 1. Minutes of the November 7, 2011 Redevelopment Authority Meeting

Motion by Ald. Jim Englebert, seconded by Kip Golden to approve the November 7, 2011 Redevelopment Authority meeting minutes.

The motion carried.

### D. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA

(five (5) minute time limit for each person)

- 1. Ald. Klein commented on risks associated with RDA involvement in the development of spec houses and the potential effects on the existing homes by changing building restrictions.
- 2. Dave Wuestenberg provided information about a FVTC building trades training program under which a home is constructed by students he will look into the details and report back to the RDA.

### E. COMMUNICATION

1. None.

### F. DISCUSSION

### 1. Update on Land Transactions

CDD Keil reported that the land transactions between the city, RDA ant the developers had been completed. The transfer of the lots in the LPV Phase II Homeowners association from the city to the RDA is imminent.

### F. ACTION ITEMS

### Consideration of Proposals – Lake Park Villas and Lake Park Square Real Estate Brokerage and Marketing Services

PP Homan summarized the proposals that were received and presented the results of the scoring that the RDA members had assigned to the proposals.

Discussion ensued on the evolution of the LPV development as related to past marketing efforts and perceived constraints.

The criteria used by the in evaluating the proposals were:

- Understanding of the existing development as related to the marketing strategy
- The vision for the development going forward
- The qualifications of the firm and individual brokers as marketers, and the capacity of the firm to effectively carry out the proposed marketing strategy
- The compensation requested and its relationship to the media and methods of marketing contained in the proposal
- The proposed or potential for synergies among firms to jointly market the development

After considering these and related factors, the consensus was to interview the following firms:

- Coldwell Banker The Real Estate Group, Inc. Rockwell & Werth
- Coldwell Banker The Real Estate Group Ripley & Krueger
- Grubb & Ellis /Pfefferle
- Remax 24/7 Real Estate, LLC

There was also consensus that the committee would meet on Wednesday, January 25 at 5:00 PM to interview the above firms.

### G. ADJOURNMENT

Motion by Gail Popp, seconded by Kim Vanderhyden to adjourn at 6:11 p.m.

The motion carried.

Minutes respectfully submitted by Greg Keil, Community Development Director.

## Real Estate Proposal



### Menasha Redevelopment Authority



### Prepared By:



Lisa Ripley (920 475-4151 (920) 993-5749 lripley@coldwellhomes.com



Corey Krueger (920) 419-2631 (920) 993-8155 ckrueger@coldwellhomes.com



THE REAL ESTATE GROUP, INC.

5107 N Ballard Rd Appleton, WI 54913

## Real Estate Proposal



Real Estate Proposal: Lake Park Villas

Preparer: Lisa Ripley and Corey Krueger Coldwell Banker The Real Estate Group, Inc. 5107 North Ballard Road Appleton, WI 54913

Thank you for the opportunity to provide our residential real estate services to you. At Coldwell Banker TREG, we have over 450 local agents available in the Fox River Valley who are dedicated to closing sales within our company. You not only get the advice and services we personally provide, but you will receive the Strength of the Group. The attached proposal is intended to offer a marketing strategy, sales strategy, and roadmap that will add value to the developed community and the City of Menasha as a whole.



Lisa Ripley (920 475-4151 (920) 993-5749 lripley@coldwellhomes.com



Corey Krueger (920) 419-2631 (920) 993-8155 ckrueger@coldwellhomes.com COLDWELL BANKER 5

THE REAL ESTATE GROUP, INC.

5107 N Ballard Rd Appleton, WI 54913

# SUBMITTED TO: Menasha Redevelopment Authority 140 Main St Menasha, WI 54952 FOR: RDA Lake Park Real Estate RFP DATE: Of Robota Ripky, Corey Krueger SIGNATURE OF PROPOSER: War Reply Corey Krueger ADDRESS: 5107 N Ballard Road Appleton WI 54913 TELEPHONE: 920-993-7000

**EMAIL:** 

# Focus of Services: Residential Section VII Part B of RFP

Our intent with this project is to assist in the marketing and sales of the residential lots in Lake Park Villas.

# Work Plan: Real Estate Advising Section IV Part A of RFP

A. Asking Price for lots- Looking at approximately 30 recent lot sales in nearby subdivisions such as Emons Acres, Oakwood Estates, and Woodland Trail II the sale price ranged from \$37,900 to \$45,900. The lot size range is from .28 acres to .45 acres.

When lot configurations for Lake Park Villas are complete and we know exact lot size and type of home that can be built on that lot, we will be able to give a more accurate opinion on list price. We do however expect the sales prices to be in the \$37,900 to \$45,900 range as the lots sold in the subdivisions mentioned above.

B. Lot Configuration- We recommend that lots along Whisper Falls Lane, the North Side of Georgetown Place, and Eden Court to be combined. We recommend this in order to create larger lots that would accommodate single-family homes with three car garages.

We also recommend lots on South side of road on Georgetown Place to be used and marketed as lots for zero lot line properties. We have sold 10 zero lot line homes in Emons Acres subdivision in the past year for a local builder. The lot sizes have been approximately 100' wide and 130' deep.

C. Covenants/Restrictions- Home Standard Minimums on Exhibit E seem consistent to comparable subdivisions. Main differences noted are that most subdivisions do not require full brick front and have a square footage minimum of 1500 square feet.

# Work Plan: Anticipated Marketing Strategy Section IV Part B of RFP

- Prepare information booklets about entire development to send to builders and other local real estate companies.
- Partner with local graphic design company to come up with a logo and brand for the specific residential and multi-family listings at Lake Park Villas.
- Set up website for Lake Park Villas through Coldwell Banker that contains lot prices and sizes, community information, nearest school information, etc.
- Other social media would include: Facebook page dedicated to Lake Park Villas, Linkedin page also featuring Lake Park Villas to connect with other real estate agents, builders, lenders etc. This will keep the contacts informed on activity and will aid in the promotion of Lake Park Villas.
- Coldwell Banker signage at main entrance, as well at each individual lot. Each lot sign will be given a specific identification number. Potential buyers will have the ability to receive information on that specific lot by entering the listing ID number on our website, or by calling the toll free number provided on the sign. Our customer service department is available seven days a week to take these calls.
- Quick access through mobile marketing to enhance listings. Development
  will be tied to a text message I.D. service on main entrance signage, enabling
  a quick response. Each time an inquiry is made through this service, we
  receive notification immediately to our cell phones which allows us to follow
  up with the prospective buyer instantly.
- Advertise with listing distribution company (to receive maximum exposure) which will export to over 200 real estate websites.
- Properties enhanced in Multiple Listing Service and Coldwell Banker sites and also added to the IDX. IDX allows for exchange of information and is distributed to all participating local real estate companies.
- WIREX is a state wide listing service that the properties will be featured on.
   This will allow all of the properties to be available to builders throughout the state.
- Internal promotion through our company meetings and information sent to our other offices in the Valley will increase salability.

# **Work Plan: Coordination with Partners Section IV Part C of RFP**

Coordination with Cypress Homes and Lexington on the development of Ponds of Menasha, The Cottages at Lake Park, and Lake Park Villas will be an ongoing process. Through open communication and exchange of information regarding recent sales, activity, and upcoming building projects, we will be well informed and up to date on the progress of the development going on in each area. We will all be able to better communicate that information with prospective clients which will lead to increased sales.

Furthermore, we can use this valuable information to attract builders and inform them of the activity and what we are having success with. This will help them in the decision making process on what is appropriate should they decide to build a spec home or have a contract customer that they can promote the development to.

# Work Plan: Progress Reporting Section IV Part D of RFP

We will provide a written bi-weekly report to the Menasha RDA. This report will contain information on the following:

- Updates and copies of our current marketing efforts
- Updates on activity and potential lot sales within the development
- Status of current lot sales pending within the development
- Status of homes under construction and estimated completion date
- New listings and sales updates on existing homes in subdivision
- Market info regarding new listings, sales, price changes, etc in nearby subdivisions

This report will be generated every two weeks and put in writing so you have for your records. We will also be in touch via telephone or email on a regular basis with any new developments or pertinent information.

### **History and Experience** Section VII Part D of RFP

Corey and Lisa are a team of aggressive real estate agents with extensive knowledge and experience in the marketing and sales of new homes, existing homes, and vacant land in the Fox Valley area. We have combined for 15 new construction home sales in 2011.

Corey Krueger: Realtor since 2006

Designations: CRS, GRI, GREEN

Coldwell Banker The Real Estate Group Inc.

Cell: (920) 419-2631 Office: (920) 993-8155

Email: ckrueger@coldwellhomes.com

Lisa Ripley:

Realtor Since 2006 Designations: ABR

Coldwell Banker The Real Estate Group Inc.

Cell: (920) 475-4151 Office: (920) 993-7002 lripley@coldwellhomes.com

# **Compensation Section VII Part E of RFP**

We are a full service real estate company that covers every detail of the sale from the date of listing all the way through closing. The requested compensation for our services is 8% commission plus a \$50.00 administrative fee for each lot sale.

# References Section VII Part F of RFP

Jon and Jodi Huss - Owners, Midwest Design Homes N2335 West Frontage Rd Kaukauna, WI 54130 (920) 759-9000

Angie Bodenheimer - Owner, Pinnacle Title Services 3020 E College Ave Suite 1 Appleton, WI 54915 (920) 968-7883

Jesse Fritsch - Owner, Fritsch Appraisal Services W4774 Nature Lane Sherwood WI, 54169 (920) 989-1409

**Tom Rooney - Marketing Director, Mark Winter Homes** 2025 N Casaloma Dr Appleton, WI 54913 (920) 730-4090

**Dina Mitchell - Broker, Coldwell Banker** 5107 N Ballard Rd Appleton, WI 54913 (920) 993-8180

# **Conflict of Interest Statement & Supporting Documentation Section VII Part G of RFP**

Not Applicable. We have no professional or personal financial interests which would be a conflict of interest in representing the Menasha RDA. No Additional compensation will be received for investment or re-investment products or financial services.



# Lake Park Villas Proposal

Prepared for:

City of Menasha Redevelopment Authority

Prepared by:

Amy Rockwell, Realtor®, GRI, RCC, CNHS, e-Pro

Thomas A. Werth, Realtor®, GRI

Monday, January 2, 2012 Proposal number: 01-2012



## Executive Summary

### **Objective**

To provide Menasha Redevelopment Authority (RDA) with residential professional real estate brokerage services and marketing for vacant properties and lots in Lake Park Villas currently owned by RDA and to provide overall marketing consulting and liaison support for both the vacant residential AND commercial properties.

### Goals

Provide a vibrant, integrated residential and commercial development featuring commercial space that supports the Lake Park Villas, The Cottages and the Ponds of Menasha residents but also draws the public from surrounding subdivisions and areas. A destination community.

### Solution

Create a development that serves multiple purposes. A place to Live, Play, Eat and Shop. Similar successful projects have been done in other areas of the country on a somewhat larger scale. We believe the location of LPV can support a similar project on a smaller scale and already has a great beginning already in place with its combined residential and commercial real estate.

Ray Oldenburg, is an urban sociologist from Florida. Oldenburg identifies third places, or "great good places", as the public places where people go to interact. This is along with the first places (home) and second places (work). The third places are where people go voluntarily to enjoy the company of others in an informal gathering beyond the realms of home and work. This is where the commercial aspect of LPV can fulfill a very important need that's lacking in other residential communities. In order for the residential portion of LPV, The Cottages and the Ponds of Menasha to flourish, special attention must be given to the commercial space bordering the site. Pursuing businesses that will benefit the surrounding homes and creating a variety of third place options for residents is what's needed. It creates a sense of community or a "destination" neighborhood. It will also draw residential buyers to the location by adding extra value they can't find elsewhere.



# Our Thoughts

### Residential - Target Demographic

The residential element of the project needs to be adjusted to attract the proper buyers. The ideal demographic for this project is multilevel. The homes need to attract an age group ranging from 30-65 years of age. This allows for a mix of single professionals, young couples both with and without children, and most importantly aging baby boomers that want to downsize but do not want to overspend. Many of these baby boomers will have second homes in warmer climes during the winter months so they have to find a balance to make their seasonal lifestyles possible. Key to the needs of these buyers are: 1). Quality 2). Value and 3). Convenience. Size is less important. They are willing to get by with less square footage providing the quality is evident and the space is highly functional. They also have placed renewed importance on living a healthy lifestyle and want to be close to trails and fitness facilities. They are environmentally more aware and desire the ability to walk or bike to shopping outlets and other services.

### **Commercial Target Demographic**

The residential buyer demographic referenced has a desire to be part of a community and not just a subdivision where they wave to their neighbor as they drive off to work or say, "hi" on the weekend from behind a 6 foot privacy fence. They want to bike over to a place like Sliders and catch up with neighbors over lunch or take classes with them at the fitness center, etc. They want convenience and they want to do business with people they know. The commercial part of the project must actively seek a variety of businesses that support the residential side of the project. Simply filling commercial space for the sake of filling it will not benefit the residents or the City of Menasha. The businesses must primarily serve the needs of the surrounding residents to enhance the feeling of community. The point is to create a business area that thrives rather than become just another collection of that come and go like ones found in so many area strip malls. Obviously, this isn't something that happens overnight but this type of project could greatly benefit the City of Menasha long term if strategic thought is given to the businesses targeted for the project. A suburb of Minneapolis Minnesota faced a similar situation when an aging shopping mall was razed. They adapted this similar idea on a larger scale and included not only a shopping, dining, entertainment and residential community but also office space. The project broke ground in 2003/2004. Today that project is very successful and contributes greatly to the suburb's economy.



### Lifestyle Snapshot

The plan is to market an overall lifestyle rather than market just lots or just commercial space. The community of Lake Park Villas, The Cottages and The Ponds of Menasha need to embrace the following key elements and these would be the basis for all marketing. LIVE, EAT, PLAY, SHOP

### LIVE

- Lake Park Villas
- The Cottages at Lake Park Villas
- The Ponds of Menasha

### EAT (some examples)

- Bistro-type restaurant with seasonal outdoor dining overlooking pond
- Bar & Grill (existing)
- Coffee/Bakery

### **PLAY** (examples)

- Trails (existing)
- Fitness Center & Pool (existing)
- Daycare (existing)
- Park and amphitheater (future)
- Seasonal community events like farmers market, holiday events, concerts, etc.

### **SHOP** (examples)

- Grocery store
- Hair salon
- Drugstore/RX
- Dry cleaning
- Liquor/Wine store



### **Focus of Services**

Our initial focus was on the residential real estate aspect of this project. However, our research and our experience level lead us in a broader direction. While our intent would still be to list and market the residential lots for the Menasha RDA, we recognize a huge need for the entire project to have common vision. That requires someone who can comfortably and professionally, coordinate and communicate with everyone involved to ensure continuity of the overall marketing of the project. Everyone from the Menasha RDA to a commercial broker and to the existing partners of Cypress Homes and Lexington homes who all share a common interest in the success of this project. We propose to provide services in the following manner:

- 1). Market all Menasha RDA owned residential lots and jointly market the overall project idea we propose.
- 2). Serve as architectural control board to make sure the homes built comply with restrictive covenants
- 3). Communicate regularly with Lexington Homes and Cypress Homes to ensure everyone is working together towards a common goal and create an environment of friendly and cooperative competition.
- 4), Work closely with a commercial broker to target specific businesses to create an overall community environment
- 5). Provide consulting services to the Menasha RDA concerning wide-range marketing and advertising plans that promotes the entire project and is reflective of the "Live, Eat, Play and Shop" idea.
- 6) Design incentives to attract builders
- 7) Work closely with the real estate community to make it easy for other agents to sell the lots to their prospective buyers.



### Work Plan

Much has changed in the world of real estate since LPV was initially conceived and so has the buyer demographic for this particular project. Previous lot prices may be unsustainable considering our current market, and although lot prices may be a driving force of sales production, what could be included in the price may be something to "add value" to the sale. For instance, no condo fees for a specific time, fees waived at the health club for a limited time, gift certificate to Sliders Sports Bar or a combination of these. Including value ads for the nearby businesses is also a great way to introduce new residents to their new community and business owners, too. Lot prices may need some adjustment but before making those adjustments, much may depend on whether the Menasha RDA chooses our broad lifestyle focused marketing idea or opts to continue on the current path of simply selling lots and commercial space the traditional way.

Incentives will be needed to offer to builders to build spec homes at LPV. Model homes greatly facilitate the sale of lots as they allow prospective buyers with a tangible experience plus provide a captive audience for us to sell not just a lot but the community experience. Attracting builders could prove difficult, however, due to the dwindling numbers of builders with money to put up model homes. Additionally, many know the history of LPV and may be difficult to convince.

Sales facilities. Although it appears Lake Park Fitness Center might now own what once was the "Clubhouse" space for LPV, it would be helpful if that space could be used jointly by us as well as Lexington Homes, Cypress Homes and the commercial broker of the space as an onsite sales center. It would also serve as a common meeting space for regular joint update meetings to review marketing progress, sales progress, and strategizing. Again, it will take everyone's efforts combined for this long stalled project to be completed and be successful.

A website for Lake Park Villas must be created. Its unclear whether the url <a href="www.lakeparkvillas.org">www.lakeparkvillas.org</a> is an official site or not. Also, the domain <a href="www.lakeparkvillas.com">www.lakeparkvillas.com</a> was not accessible. It wasn't clear if the domain name is available or has been purchased and is just not functioning. If not owned already, the City of Menasha should immediately try to buy the <a href="www.lakeparkvillas.com">www.lakeparkvillas.com</a> domain. Most buyers will instinctively try to use a .com extension rather than a .org web address when searching online. This website would be supported by social media marketing on Facebook, Twitter and the use of a blog.

Printed sales kits would also need to be made available to prospective buyers along with online marketing. Again, we're selling something intangible so it becomes an important part of the selling process to have printed materials to place in a buyer's hands.

Targeted postcard mailings matching the buyer demographic on a regular basis.



### **Coordination with Partners**

Lexington Homes is already part of our Coldwell Banker The Real Estate Group Inc., family of builders and we personally have a long relationship with Cypress Homes Inc. We are in a unique position of strengthening the total marketing of the project as whole due to our established relationships with these two companies. We've also worked with many of the commercial brokers in the area and are confident we can establish a cooperative working relationship with your selected commercial broker.

### **Progress Reporting**

We propose to initiate monthly meetings with Lexington Homes, Cypress homes and the commercial broker (to be determined) for the purpose of updates, issues met with and use the meeting as a forum for ideas to forward the project. Agendas and minutes of these meetings will be recorded and distributed to the RDA promptly.

### Firm's History & Staff Experience

Coldwell Banker The Real Estate Group has been helping people in northeast and central Wisconsin find their dream home for over 50 years. We are the #1 real estate company in Northeast Wisconsin. With over 450 sales professionals in 20 offices to serve you including offices in Appleton, Baileys Harbor, Black Creek, Egg Harbor, Fish Creek, Green Bay, Greenville, Manawa, Manitowoc, Neenah, New London, Oshkosh, Stevens Point, Sturgeon Bay, Wautoma and Waupaca.

### NATIONAL REACH, LOCAL FOCUS

Founded in 1906, Coldwell Banker is America's oldest and most trusted real estate company. We have extensive local and national resources with 3,300 real estate offices in 49 countries and territories.

### Thomas A. Werth, GRI

Licensed residential real estate broker since 1979, Tom has experience working with buyers and sellers of all types. His history includes successful representation of several subdivisions over the years, and with over 18 years of close association with Cypress Homes Inc., brings a wealth of new construction and project management experience to the table. Tom's industry longevity, variety of experiences and vast network of contacts are invaluable resources to our real estate business. Tom is also a past president of the Realtors Association of Northeast Wisconsin (RANW).

### Amy B. Rockwell, GRI, RCC, CNHS, e-Pro

Licensed as a residential real estate salesperson since 2003, Amy is an experienced agent who also specializes in new construction. She has designations in new construction as a Certified New Home Sales (CNHS) consultant and is also Residential Construction Certified (RCC). These designations attest to Amy's experience, knowledge and dedication to the sale of new construction.

Previously, Amy worked for 25 years in the meeting planning and incentive travel business as a professional buyer responsible for negotiating hotels, cruise ships, convention centers, etc., for professional meetings, incentives and conventions ranging from 100-10,000 people or more worldwide. She also served on many advisory boards for hotel companies and cruise lines such as Ritz-Carlton, Marriott, Fairmont Hotels, Four Seasons, Royal Caribbean, Cunard Lines and others to help refine their brands, products, services and marketing strategies.



Considering our backgrounds and experience, we know how to work with not only the commercial broker you select for the project but also the existing contractors for both The Cottages and The Ponds of Menasha. Communication and cooperation with these other partners is paramount to the success of the entire project. We are currently unaware of any other firms, teams or individual agents who can bring this level of expertise to bear with the common goal in mind, and work closely with everyone.

### Compensation

Listing commission for the lots would be 10% per lot plus an additional \$50 per lot fee required by Coldwell Banker corporation and has been pre-negotiated on behalf of the Menasha RDA from the original \$150 per lot cost. Commission is set at 10% allowing us to offer a competitive co-broke to MLS member agents to sell the lots to their prospective buyers and due to the overall project size and scope of our duties and time.

### References

Mr. Cyril "Wimpy" Wimberger Classic Hardwood Floors 1701 E. Newberry Drive Appleton WI 54915 920-540-1354

Mr. Michael Blank Cypress Homes Inc. 1500 W. College Avenue, Suite A. Appleton WI 54914 920-707-2002

Mrs. Joyce Bytof Coldwell Banker The Real Estate Group Inc. 5355 Schroth Lane Appleton WI 54913 920-993-4550

# Proposal for Menasha Redevelopment Authority Lake Park Square







### **Lake Park Square**

City of Menasha 140 Main Street Menasha, WI 54952 920-967-3600

Website: www.cityofmenasha-wi.gov

# Proposal for Menasha Redevelopment Authority **Lake Park Square**



XVII. Submission Form

SUBMITTED TO:

Menasha Redevelopment Authority

140 Main St

Menasha, WI 54952

FOR: RDA Lake Park Real Estate RFP

DATE:

January 4th, 2012

NAME OF

PROPOSER:

Grubb & Ellis | Pfefferle

SIGNATURE

ADDRESS:

**OF PROPOSER:** 

200 E. Washington St., Suite 2A

Appleton, WI 54911

**TELEPHONE:** 

(920) 968-4700

**EMAIL:** 

Patrick Connor: patrickc@gepwi.com

or Mike Pfefferle: mikep@gepwi.com

### **Table of Contents**



### 1. Description of Services Provided

Asking Price of Lots
Possible Lot Configuration
Menasha 20 Year Plan
Marketing Strategy

### 2. Project Timeline

### 3. Deliverables

Why Grubb & Ellis?
Value Proposition to Our Clients
Grubb & Ellis Team

# Proposal for Menasha Redevelopment Authority Description of Services Provided



### **Description of Services Provided**

### A. Real Estate Advising

a. Asking price of lots: See map.

EXHIBIT C: RDA-OWNED LAKE PARK SQUARE PARCEL INFORMATION					
PARCEL	LEGAL DESCRIPTION	ZONING	SQUARE FEET	ACRES	ASKING PRICE
770170015	LAKE PARK VILLAS PLAT LOT 15	C-1 General Commercial	74,531	1.71	\$110,000
770170011	LAKE PARK VILLAS PLAT LOT 11	C-1 General Commercial	62,378	1.43	\$120,000
770170013	LAKE PARK VILLAS PLAT LOT 13	C-1 General Commercial	51,052	1.17	\$100,000
770170009	LAKE PARK VILLAS PLAT LOT 9	C-1 General Commercial	44,083	1.01	\$65,000
770170010	LAKE PARK VILLAS PLAT LOT 10	C-1 General Commercial	53,405	1.23	\$75,000
770170008	LAKE PARK VILLAS PLAT LOT 8	C-1 General Commercial	60,984	1.4	\$120,000
770170007	LAKE PARK VILLAS PLAT LOT 7	C-1 General Commercial	94,438	2.17	\$135,000
770170003	LAKE PARK VILLAS PLAT LOT 3	C-1 General Commercial	251,820	5.78	\$195,000
770170004	LAKE PARK VILLAS PLAT LOT 4	C-1 General Commercial	82,851	1.9	\$83,000

- b. Lot configuration is adequate at this time; however, we should have the ability to combine lots and create a new certified survey map and also have the ability to divide existing lots down to a minimum of one acre size. See example.
- c. Covenants/restrictions lots are zoned as C-1 General Commercial. We recognize that the City of Menasha is preparing a 20 year plan and we will use that as a guideline when marketing the lots. We will follow any existing covenants / restrictions currently in place for the commercial lots. See excerpts.
- d. Other real estate advising you see as necessary Please refer to the Marketing Strategy and Progress Reporting sections of the response.

# Proposal for Menasha Redevelopment Authority Asking Price of Lots





# Proposal for Menasha Redevelopment Authority Possible Lot Configurations



Exhibit A: Lake Park Area Man City of Menasha, Calumet County, Wisconsin



Legend

- Possible Breakdown to 1 Acre Parcels
  - Would make a nice corner parcel
    - Potential Cul-de Sac
- RDA Owned Lake Park Villas Residential Lots
  RDA Owned Lake Park Square Commercial Lots





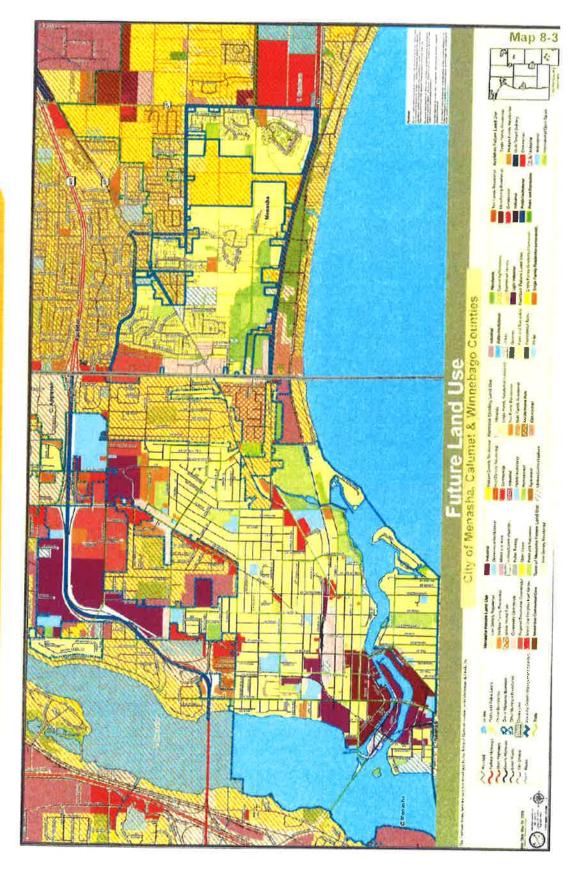
# Menasha 20 Year Plan -Existing Land Use Proposal for Menasha Redevelopment Authority



City of Menashe, Calumet & Winnebago Counties Ally
Cot out Visus in
Cot out Visus in
County Agray
County Agray
County Agray
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County Agray
County Agray 

# Menasha 20 Year Plan - Future Land Use Proposal for Menasha Redevelopment Authority





# Proposal for Menasha Redevelopment Authority Description of Services Provided



### B. Anticipated Marketing Strategy

See Marketing Strategy document.

### C. Coordination with Partners

We will coordinate marketing efforts with Coldwell Banker The Real Estate Group for both the commercial lots in Lake Park Square and the vacant residential lots in Lake Park Villas. We will include their residential marketing information with our own marketing materials. We have also contacted Lexington Homes and Cypress Homes.

### D. Progress Reporting

We will provide monthly reports for the first six months, and quarterly reports after that time. We will also provide updates on initial contacts and status of interested parties on an on going basis.

.

# Proposal for Menasha Redevelopment Authority Marketing Strategy



### Overview

Grubb & Ellis' specialists serve the specific needs of buyers and users in the Northeast and North Central Wisconsin marketplace. Because we specialize in commercial properties, we understand how market conditions and physical property characteristics affect the decision-making process for our clients. We take the time to completely understand your goals, both short- and long-term, -and craft strategies to minimize risks and maximize value.

Our professionals can advise you on a marketing strategy that will target specific buyers, in order to generate maximum interest and enhance the value of your assets. Our professionals integrate company-wide resources including strong market leasing and sales experience, which establishes best practices and identifies the most appropriate solution for your specific assignment. In addition, our clients receive the added value of our specific target databases, customized technology—intranet and web-based tools—and renowned in-house research, which enables our professionals to provide you with all the knowledge necessary to make sound decisions, while at the same time, executing assignments quickly, efficiently, profitably, and to the highest industry standards.

### A multifaceted approach will be used to market your property:

### SCOPE OF TARGETED BUYER

Grubb & Ellis will identify and target specific users of appropriate size and compatible services/business activity that fits the property. The backbone of marketing efforts will be the "frequency and reach" of the Team, utilizing marketing strategies and materials specifically prepared for the property, along with a proactive geographic/marketing campaign increasing awareness of the property through Northeast and North Central Wisconsin.

PROSPECTS IN THE MARKET—we are constantly developing and refining a list of "Prospects in the Market." This is a compilation of all prospective users for various types of properties that may be considering Northeast and North Central Wisconsin for their facility solution or considering expansion or relocation within the market. This is a dynamic tool used by the Team. We will aggressively act to ensure that each prospect on the list is aware of your property.

# Proposal for Menasha Redevelopment Authority Marketing Strategy



### SPECIFIC MARKETING TOOLS

The goal is to achieve maximum exposure for the property among the buyer and broker/agent communities and to present features to our target market, creating immediate awareness and interest in the property.

- **ELECTRONIC MARKETING**-we will utilize our national, regional, and local networks to implement a specific and comprehensive marketing plan to achieve the desired goals.
  - 1. List property on Grubb & Ellis | Pfefferle's web site: www.gepwi.com
  - List property and photo(s) on LoopNet, the nation's largest commercial property listing website.
     With LoopNet, prospective buyers anywhere in the nation can review and inquire about your property.
  - 3. Email property to all commercial brokers in Northern and Central Wisconsin.
  - 4. New North website (www.thenewnorth.com) New North is a consortium of business, economic development, Chambers of Commerce, workforce development, civic, non-profit, and education leaders in 18 Northeast Wisconsin counties who are working to be recognized as competitive for job growth while maintaining our superior quality of life.
- **DIRECT MARKETING** (LOCAL, REGIONAL, NATIONAL)
  - 1. Direct mail, mail-merge letter, or mailer to contiguous and nearby property owners and tenants within the area. Follow-up by the Team to further introduce the property. Personal introduction of the property to local and statewide economic development agencies. Standard Industry Classification (SIC) codes will be used to identify appropriate users. This identification process will include a wide range of firms that can effectively utilize the features of your property.
  - 2. Direct mail to personal client lists.
  - 3. A direct mailing prospectus highlighting the features and availability of your property will be sent to prospective businesses and investors. We subscribe to the American Business Directory and Harris databases to market your property.

# Proposal for Menasha Redevelopment Authority Marketing Strategy



### **SPECIFIC MARKETING TOOLS (continued)**

- BROKER COOPERATION (referrals) —Business movement and geographical expansions and
  relocations have become an increasing source of real estate requirements in Wisconsin. Some
  companies are considering expansions into other markets to grow their businesses or to serve
  growing markets. Select businesses may be looking to Wisconsin as a relocation opportunity to
  take advantage of our abundant labor, quality of life, and because of our availability of reliable,
  affordable power.
- PERSONAL CANVASSING (or "cold calling") Canvassing has always been an essential element in identifying prospective buyers for any property. While Grubb & Ellis cannot control market conditions, we can assure you of a high level of diligence and activity, along with a thorough communication of our efforts.
- **NETWORKING**—Our brokers continually network with other business and professional groups that identify with your property.
- PUBLIC AGENCY COOPERATION—ensure state, county, and local government agencies are aware of the property's availability, i.e. Wisconsin Economic Development Corporation, county and city Economic Development departments.
- **CONSTRUCTION AND DEVELOPMENT COMPANIES** We will review the Lake Park Square and Lake Park Villas development with commercial construction and development companies.

### MARKETING MATERIALS AND OTHER RESOURCES

Telephone follow-up, appropriate advertising, and other media sources are used to bring your property to the attention of prospective buyers

- PROPERTY FLYER —Design and print a high-quality color flyer, highlighting the features of your property. Information may include photos, site plans, building design, floor plans, area maps, views, building facts, area amenities, and parking availability. This flyer will be emailed to all Northeast Wisconsin commercial brokers, and will be made available to prospective buyers.
- SIGNAGE—Appropriate signage will be utilized (with your permission) to advertise the availability
  of the property and contact number. These signs may include appropriate riders to promote the
  features of your property.

# Proposal for Menasha Redevelopment Authority Marketing Strategy



# MARKETING MATERIALS AND OTHER RESOURCES (continued)

- AUCTION SERVICES—Grubb & Ellis offers a unique on-line professional auction service
  that attracts bidders from throughout the world. This affiliation has developed an enviable track record for successful sales of unique, and otherwise difficult, properties to market. As a client of Grubb & Ellis | Pfefferle, you are provided a free on-line review of the
  auction function. A corporate facilitator will walk you through the entire process on-line.
- **PUBLICATIONS**—When appropriate, utilize local newspapers, magazines, or regional advertisements (based on mutual agreement between broker and owner).

# Proposal for Menasha Redevelopment Authority **Project Timeline**



# **Project Timeline**

We propose a one year listing agreement with two 6 month auto renewal periods. Please see additional information under the Work Plan section concerning the timeline of our activities.

# Proposal for Menasha Redevelopment Authority **Deliverables**



# **Deliverables**

# A. See Submission Letter

# B. Focus of Services

Our response primarily relates to the marketing of the commercial lots. However, as noted in "Coordination with Partners", we will coordinate efforts with Coldwell Banker The Real Estate Group.

# C. Work Plan

Assuming that the contract is approved by the RDA the week of January 23<sup>rd</sup>, the timeline for our work plan will look as follows:

WORK PLAN TIMELINE	
Date	Task
Week of January 30th and February 6th	Prepare initial profile (marketing) sheets and signage plan.
Week of February 6th	Obtain RDA approval of profile sheet and signage plan.
Week of February 6th and February 13th	E-mail profile sheet via iContact to 1,000+ member data- base of commercial realtors, developers and other inter- ested parties. Enter property into LoopNet. Enter onto Grubb & Ellis   Pfefferle website as a featured property. These items will be completed as soon as the profile sheet is approved.
Week of February 13th	Install signage on property, except any special signage may require additional lead time.
First three months after listing	Evaluate the need for postcard mailings to targeted groups.

# Proposal for Menasha Redevelopment Authority **Deliverables Cont.**



# D. Firm's History and Experience

See documents titled: "Grubb & Ellis | Pfefferle Overview", "Why Grubb & Ellis?", "Value Proposition to Our Clients", and Broker Profiles.

# E. Compensation

8% if sold by Grubb & Ellis | Pfefferle; 10% if co-brokered. Specialty signage, media advertising, and postcard mailings over 1,000 pieces annually are considered ala carte items. After both parties have agreed upon a budget, these items will be passed through to the client. Grubb & Ellis | Pfefferle, using their in-house expertise, will manage the budget to provide optimum results.

# F. References

See reference documents.

# G. Conflict of Interest Statement & Supporting Documentation

Grubb & Ellis | Pfefferle has no interests which would be a conflict of interest in representing the Menasha Redevelopment Authority.

# H. Proprietary Information

Grubb & Ellis | Pfefferle places no restrictions on the use of information in the proposal and acknowledges that the proposals becomes property of the Menasha Redevelopment Authority.

# Proposal for Menasha Redevelopment Authority Why Grubb & Ellis?



Grubb & Ellis Company (NYSE: GBE) is one of the world's leading full service commercial real estate organization, providing a complete range of transaction, management, consulting & investment services. By leveraging local expertise with our global reach, Grubb & Ellis offers innovative, customized solutions and seamless service to owners, corporate occupants and investors throughout the globe.

One of the strong competitive advantages that Grubb & Ellis has is extensive market coverage. With 130 offices in 40 states and 9 offices in 7 Canadian provinces, Grubb & Ellis is able to produce a full real estate service delivery model in every major, and most secondary, and tertiary markets. The company has 240 million square feet of commercial real estate under management, 109 million square feet of which is managed on behalf of corporate and public administration clients.

Our professionals have built a reputation for providing informed solutions that combine local market knowledge and specialty expertise with detailed analysis. The Company's local market and international research is widely considered to be some of the best in the industry. By combining this knowledge and real-time market intelligence with smart negotiation skills, Grubb & Ellis' transaction and management professionals unlock opportunities that support corporate and business goals.

Since our beginning as a local brokerage company in Northern California over 50 years ago, Grubb & Ellis Company has focused on serving the needs of its clients. Today, as these needs run the gamut from a single location to multiple regional or global facilities, Grubb & Ellis has the people, resources and the best-in-class processes to deliver superior service.

Grubb & Ellis' mission is to provide a comprehensive array of integrated real estate services to owners, users, and investors of real estate worldwide. The Company assists its clients in maximizing asset value and utilizing real estate to their strategic advantage through innovative planning, execution and management of those real estate assets. The client's needs and objectives are the first priority and always come before those of the Company, the term, and the individual. This is the key to Grubb & Ellis' long-term success as a service provider.

As we continue to shape Grubb & Ellis, we will not lose sight of our goal to become "the safe pair of hands" in the real estate services industry by building lasting client relationships based on world-class service and execution. We are creating an environment that attracts high performance individuals who recognize the value of working together to provide strategic and integrated solutions to today's complex real estate issues. We are firmly committed to creating a culture that embraces diversity, professional development, recognition and attractive compensation.

# Proposal for Menasha Redevelopment Authority Why Grubb & Ellis?



# Grubb & Ellis Office Locations

















# Value Proposition to Our Clients

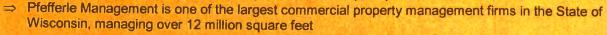
# **OUR TEAM / SERVICES**



- ⇒ One of the largest full service brokerage companies in Wisconsin with a network of 20 commercial real estate brokers
- ⇒ 40 year old company with professional knowledge in office, retail, industrial, multi-family, investment, land and 1031 exchanges
- ⇒ Access to national Grubb & Ellis practice groups: Global Logistics, Data Center, Healthcare Properties, Private Capital Markets, Call Center and Chapter 11 Consulting to name a few
- ⇒ Offices in Appleton, Green Bay, Wausau and Waupaca
- ⇒ In-house attorney on staff



- ⇒ Brokers ability to work as a team for maximum exposure
- ⇒ Market Analyst on staff to produce local market trends, vacancies and competitive property pricing
- ⇒ Market price evaluations and Broker Opinion of Values (BOV)





# **PROPERTY EXPOSURE / MARKETING**

- ⇒ Properties featured on Co-Star and Loopnet with premium membership status, the #1 commercial real estate websites
- ⇒ Property profile sheet sent out via e-blasts to over 3,000 realtors, developers, users and investors from our continually updated and maintained databases
- ⇒ Property featured on gepwi.com and grubb-ellis.com
- ⇒ Professional signage on property
- ⇒ National affiliation with Grubb & Ellis resulting in leads, referrals and exposure from over 110 offices and a 3,000 broker network
- ⇒ Full use of Grubb & Ellis | Pfefferle proprietary databases
- ⇒ Contact log maintained on each listing and regular client reporting



### **AFFLIATIONS**

- ⇒ National Association of Realtors (NAR)
- ⇒ Wisconsin Realtors Association (WRA)
- ⇒ Commercial Association of Realtors Wisconsin (CARW)
- ⇒ Realtors Association of Northeast Wisconsin (RANW)
- ⇒ Fox Cities, Heart of the Valley, Green Bay , Oshkosh, Waupaca, and Wausau Chambers of Commerce
- ⇒ Contributing Member of New North
- ⇒ Cabela's Trophy Properties
- ⇒ Member of International Council of Shopping Centers (ICSC)
- ⇒ Member of Wisconsin Warehousing Association (WWA)
- ⇒ Central Wisconsin Board of Realtors (CWBR)
- ⇒ Central Wisconsin Multiple Listing Service (CWMLS)
- ⇒ The Greater Northwood's Multiple Listing Service (GNMLS)













# **Professional Profile**





Patrick Connor, SIOR
Commercial Real Estate Advisor
Grubb & Ellis | Pfefferle
patrickc@gepwi.com
920.560.5074 direct
920.419.3113 cell



### **CAREER SUMMARY**

Patrick has 18 years of experience in commercial brokerage in Northeastern Wisconsin. Patrick has recently been appointed as Sales Manager for the Commercial Real Estate Brokerage Division at Grubb & Ellis Pfefferle. He has represented his clients for office and retail projects, investment real estate, industrial building sales and land development. Patrick has also represented regional and national accounts for retail, office and industrial real estate leasing transactions.

### **EXPERIENCE**

- Worked with such companies as J.F. Ahern, Cummins, Shopko, Seven-Up Bottling, Airborne Express, International Papers, Integrated Paper Services, W.O.W. Logistics, Square D. Corporation, Glatfelter and Midas Corporation.
- Testified as an expert witness in state and federal courts regarding commercial real estate values.
- Served on panel discussions for the SIOR Tenant Representation Specialty Practice Board.

# PROFESSIONAL AFFILIATIONS

- Achieved the Dual Specialist (Office and Industrial) designation from the Society of Industrial and Office Realtors (SIOR) in December 2007.
- Active member of the Wisconsin Chapter of SIOR and recently been appointed the Treasurer & Chapter Public Relations Chair.
- Serves on the Professional Standards Committee for SIOR worldwide.
- Member of the Commercial Association of Realtors Wisconsin (CARW) and Wisconsin Realtors Association (WRA).

# Professional Profile





Elizabeth Ringgold
Commercial Real Estate Advisor
Grubb & Ellis | Pfefferle
elizabethr@gepwi.com
920.560.5061 direct
920.205.6136 cell

### CAREER SUMMARY

Elizabeth received her Real Estate license in Nashville, TN in 1996, and worked with a large regional commercial real estate company in Tennessee, handling commercial property management and commercial leasing for over 500,000 SF of office and retail properties. Elizabeth relocated to Wisconsin in 2004, when she became licensed and started her real estate career with Grubb & Ellis | Pfefferle. Elizabeth specializes in retail, hospitality and office related real estate transactions.

### **EXPERIENCE**

- Sales and lease negotiation of office, retail and hospitality.
- Tenant representation and site selection for Grubb & Ellis | Pfefferle.
- Commercial brokerage and property management for office and retail complexes for Crye-Leike
   Commercial Real Estate, Nashville, TN.
- Traditional brokerage for retail and office space for Commercial Industrial Real Estate Associates, Nashville, TN.

### **EDUCATION**

BA in Communications from William Jewell College in Liberty, Missouri.

# **PROFESSIONAL AFFILIATIONS:**

- Licensed Real Estate Salesperson
- Member Wisconsin Realtors Association
- Women in Commercial Real Estate

# Proposal for Menasha Redevelopment Authority References



From: Mitch Hackbarth [mailto:Mitch.Hackbarth@thedacare.org]

I have worked with Grubb and Ellis-Pfefferle for more than 10 years and have been extremely pleased with their brokerage services during that time. The following are some of the transactions we have completed with them:

- 55 Acres- Northside of Appleton, currently home to Encircle (Medical Campus with Thedacare as anchor tenant)
- 10 Acres- Darboy, currently home to Thedacare Family Practice Clinic
- 7.5 Acres-Clintonville, currently home to Thedacare Family Practice Clinic
- 20 Acres- Shawano, currently home to Thedacare Ambulatory Center and future site for new Shawano Medical Center Hospital Campus
- 7.5 Acres- Neenah, currently home to Thedacare Pediatrics
- 5 Acres- Northside Appleton, currently home to Thedacare Pediatrics

Grubb and Ellis-Pfefferle has also sold many existing clinic/buildings for Thedacare over the years.



# Proposal for Menasha Redevelopment Authority References



The City of Appleton has worked with Grubb & Ellis | Pfefferle on a number of projects over the years. I have personally had the pleasure of working with the Grubb & Ellis | Pfefferle group as the City's Director of Community Development. I also worked with them when I was with Future Neenah. Listed are several of the projects the City of Appleton and Grubb & Ellis | Pfefferle have worked on over the years.

Appleton Center (100 W. Lawrence St.) - 100,000 SF office building, TIF development Landmark Square (200 E. Washington St.) - 80,000 SF office building, TIF development City Center Plaza redevelopment City of Appleton as tenant in City Center West

I would be happy to answer any additional questions the committee may have

Karen Harkness, Director of Community Development
Karen Harkness
Director
Community Development Dept
City of Appleton
100 North Appleton Street
Appleton, Wisconsin 54911
Office (920) 832-6468
Cell: (920) 209-9520

Fax: (920) 832-5994 karen harkness@appleton org

# Proposal for Menasha Redevelopment Authority References



# Romenesko Developments, Inc.

1818 E. WISCONSIN AVE., APPLETON, WI 54911

Phone: 920-731-5850 Fax: 920-731-8750

January 3, 2012

City of Menasha 140 Main Street Menasha, WI 54952

To Whom It May Concern:

I am privileged to write in support of Patrick Connor and Grubb & Ellis Pfefferie. Pat has worked with Romenesko Developments for years regarding commercial real estate sales, leasing, investments, and land development.

Pat has over 20 years of experience and has the tools and knowledge to help deals move quickly to successful closing. His network of 14 brokers with Grubb & Ellis Pfefferle has helped him bring even more opportunities to the table.

I recommend Pat Connor and Grubb & Ellis Pfefferle for your Lake Park project with absolute confidence.

Sincerely,

Carl D. Romenesko

President



Kara Homan, AICP Principal Planner Attn: RDA Lake Park Real Estate RFP C/O City of Menasha 140 Main Street Menasha, WI 54952

Ms. Homan,

Thank you for the opportunity to submit the RFP for Lake Park Square and Lake Park Villas. Attached please find:

- Signed submission page
- II. Focus of service
- III. Work plan
- IV. Firms history and staff experience
- V. Compensation
- VI. References
- VII. Conflict of interest statement
- VIII. Exhibit A and Agents Bio's

Once you have had the opportunity to review the information provided; our team would be happy to meet with you in person to answer any questions you may have.

Respectfully yours;

K.C. Maurer

Broker & Managing Member RE/MAX 24/7 Real Estate, LLC.



I. **Submission Form** 

**SUBMITTED TO:** 

Menasha Redevelopment Authority

140 Main Street Menasha, WI 54952

FOR: RDA Lake Park Real Estate RFP

DATE:

January 4, 2012

NAME OF

PROPOSER:

RE/MAX 24/7 Real Estate, LLC

**SIGNATURE** 

OF PROPOSER:

**ADDRESS:** 

2835 W. College Avenue

Appleton, WI 54914

**TELEPHONE:** 

(920) 734-0427

**EMAIL:** 

kc.maurer@remax.net

# II. Focus of Service

RE/MAX 24/7 Real Estate LLC is a full service Real Estate company consisting of Residential, Commercial and Insurance Divisions and also provides on site lending services. This proposal is to provide services for both Lake Park Square and Lake Park Villas.

# III. Work Plan

REMAX 24/7 Real Estate LLC has had the opportunity to complete a 5 year analytical on both the residential and commercial aspects of LAKE PARK SQAURE and LAKE PARK VILLAS as compared to other properties in the Fox Valley. Our price recommendations are designed to keep pace with current market conditions to create sales and at the same time maximizing the return on investment.

# A. Real Estate Advising

- 1. Asking price for lots: LAKE PARK SQUARE: We advise that the commercial lots as shown on Exhibit A, be made available at a price range of \$1.30 to \$1.65 per square foot. The variation in price is determined on location and size of the lot. The importance of breaking ground with the first business can not be overstated. Maximum effort will be made to achieve this goal.
- 2. Asking price for lots: LAKE PARK VILLAS: In the last 5 years the median sales price for residential condominium lots has declined 41% and the average sales price has declined 28.7%. It should also be noted that the absorption rate of residential/condominium lots in and around the subject properties is 8.11 years. Based on this information the price range would be \$25,000 to \$32,000 per lot depending on lot size and location.

### 3. Lot Configuration

LAKE PARK SQUARE: We recommend that the lot configurations stay the same as marked on Exhibit A but the lots will be marked with an emphasis on flexibility of line locations to meet individual needs. We would also request a meeting with the RDA to discuss ingress/egress points and lot configuring.

LAKE PARK VILLAS: We recommend that lot configuration stay the same as marked on Exhibit A.

# 4. Covenants/Restrictions

LAKE PARK SQUARE: No covenants or restrictions were provided. Based on the information no changes are being suggested with a common belief that construction would follow the City of Menasha building and zoning codes.

LAKE PARK VILLAS: Covenants and restrictions are very specific and in some cases extremely controlling in nature and may hinder sales. I would suggest establishing a meeting with the Board of Directors to see what covenants they would consider changing to increase the number of potential buyers without jeopardizing the integrity of the association.

# 5. Other Real Estate Advising

As market conditions over the next several years are expected to continue to be dynamic in nature; a constant eye needs to be focused on market conditions and address any changes as may be necessary. Prices may move up or down, covenants may need further adjusting until LAKE PARK SQUARE and LAKE PARK VILLAS are known for the location that people prefer to live and business have a history of success.

# B. Anticipated marketing Strategy

It will be critical to be proactive in the reintroduction of both LAKE PARK SQUARE and LAKE PARK VILLAS. The goal of the marketing plan will be to create an immediate buzz in the marketplace that LAKE PARK SQUARE VILLAS is the place to live and LAKE PARK SQUARE is known for successful businesses. In both the residential and commercial developments we will be utilizing bill board, radio, internet and print. (See below for specifics).

LAKE PARK SQUARE: The marketing of the commercial lots will coincide with the advertising dollars planned for the residential lots thereby maximizing the value of those dollars. In addition, we will utilize Loopnet, MLS, WCIE catalyst (which is a web service similar to MLS but strictly devoted to commercial listings). As well as the electronic RE/MAX Billboard that is national in scope and utilized by RE/MAX Commercial Professionals through out the entire country. We will, of course, provide email flyers directly to Real Estate Brokers locally and through out the Midwest as part of the information campaign. Site signs and professionally prepared brochures, flyers, plats and companion information will be formatted for instantaneous delivery to inquires. A dedicated web site will provide the buyer with quality accurate

information as well as contact information that will be acted upon by one of our team immediately. We will focus on the end user and aggressively be in contact with as many businesses as appropriate. We are in the process of gathering lists of appropriate venues.

LAKE PARK VILLAS: Utilize the MLS and WIREX in a manor that all Real Estate Company's and their agents have a working understanding of what is available including lot configuration, pricing, covenants etc. Internet promotion utilizing our Company website www.247realestate.biz, remax.com which is the national site for RE/MAX, Realtor.com which will have preferred placement based on our Company's contract, search engine placement through a Real Estate syndication (Circle Hub) to ensure other national websites like Zillow, Trulia, Yahoo etc., have the up to date information. Print marketing that would consist of color custom brochures, Fox Cities Homefinder Magazine, Billboard advertising and with ground breaking activities such as Radio remotes as available within budget. The promotions considered are social mediums such as Facebook, Twitter and Linkedin. To further promote LAKE PARK SQUARE and LAKE PARK VILLAS, we propose a creation of a Co-Op advertising program. The goal will be to create a marketing program that will create an immediate buzz in the marketplace utilizing a fund of \$30,000 for the first year touching on social media, pay per click program, billboards and a radio program. The fund will be established by the Menasha Redevelopment Authority. Before any funds are spent the Redevelopment Authority will have final approval. RE/MAX 24/7 Real Estate LLC will commit 1% of the gross commission paid/received on all sales of LAKE PARK SQUARE and LAKE PARK VILLAS in order to sustain the fund.

# C. Coordination with Partners

We agree that coordination between LAKE PARK SQUARE and LAKE PARK VILLAS, The Ponds of Menasha and Cottages at Lake Park is important. Our goal would be to establish a meeting to discuss future common marketing goals and events; hoping to expand the marketing budget utilizing the synergy of all four projects. RE/MAX 24/7 Real Estate LLC has listed and sold several properties for Cypress Homes and Lexington Homes which may give us the advantage to work on the big picture and common goal to have all four developments be successful.

Based on RE/MAX 24/7 Real Estate LLC Team of three experienced agents, we stand readily available to advise and answer and questions or concerns you may have pertaining to this Real Estate Project.

# D. Progress Reporting

As the marketing condition are expected to very dynamic over the next several years. We recommend:

- 1. Email report monthly which will include showing reports, marketing reports and any status changes within the market place.
- 2. Present all offers timely with options if the offers need to be counter.
- 3. Personal quarterly meetings and meetings upon request if needed. We will provide detailed reports on market conditions, results on advertising successes and a full analytical of any competition, along with recommendations for future pricing strategies, the name of interested buyers contacted which will include a categorization of A, B, C labeling according to the priority of interest.

# IV. Firms History & Staff Experience

RE/MAX 24/7 Real Estate LLC has its primary office location at 2835 W. College Avenue, Appleton WI. We are a full service Real Estate Company consisting of commercial, residential and insurance divisions. Along with an on site lender to help client with their lending needs. Through MLS statistics our Company is rated as one of the top 10 offices's and consistently is ranked as the top firm with the highest per person production in Northeast Wisconsin. RE/MAX 24/7 Real Estate is an awarding winning office receiving accolades from RE/MAX North Central (Regional Franchise) and RE/MAX International for outstanding sales.

We believe we are unique in that we are able to bring our commercial department and residential department together to manage sales in both LAKE PARK SQUARE and LAKE PARK VILLAS. The coordination of these efforts will provide in house communication and reliability. We propose to accomplish this by using a team of three agents to head up the project. James Fletcher, John Gabbey and K.C. Maurer (personal bios and references of all three agents are attached for your perusal). All three agents have been involved with successful commercial and residential developments throughout the Fox Cities. James Fletcher's primary focus will be LAKE PARK SQUARE and John Gabbey's focus shall be LAKE PARK VILLAS. . K.C. Maurer will be the team leader and the single point of contact with the responsibilities of coordinating and overseeing both developments, monitoring all marketing, sales and detailed reporting etc.

# V. Compensation

The compensation includes all services outlined herein. Compensation is to be based on 10% of the sales price with a minimum commission of \$3500.00 per transaction. Note: we co-broke with all commercial Real Estate companies at a rate of 50/50 based on the commission received per transaction. RE/MAX 24/7 Real Estate LLC will take 1% of the 10% commission described above and deposit said 1% in the co-op marketing program account to ensure said fund maintains levels that would allow perpetual marketing. It is projected to take a minimum of three years to sell out the majority of the Developments as such the listing agreement requested will be for the term of 36 months.

### VI. References

- Bachaus Golf & Development
   Developer of 7 Residential subdivisions totaling 240 lots
   Donald Bachaus-Managing Member (920) 470-1190
   Jim Snyder-General Manager (920) 858-1010
   K.C. Maurer-exclusive agent
- Thompson & Associates
   Developer of 2 Residential Subdivisions totaling 250 lots
   Steve Noffke-Managing Member (920) 213-0238
   John Gabbey-exclusive agent
- 3. Diamond Water: Tom Griesbach (920) 757-5440 Family Video: David Nail (847) 904-9151 Appleton Marine: Lewis Krueger (920) 738-5437 Jim Fletcher-commercial agent

Additional references upon request.

# VII. Conflict of interest statement and supporting documents

RE/MAX 24/7 Real Estate LLC and its agents do not perceive any conflict of interest.

# K.C. Maurer Bio

K.C. Maurer RE/MAX 24/7 Real Estate LLC. 2835 W. College Avenue Appleton, WI 54914

Contact:

Office: (920) 734-0247

Cell: (920) 470-2100 Email: kc.maurer@remax.net

Real Estate License Numbers: 24/7 Real Estate LLC 701843-091

24/7 Real Estate LLC 701843-091 Kim Carl Maurer 24170-090

Real Estate Designations:
GRI, Graduate of the Realtor Institute
CRS, Certified Residential Specialist
CDPE, Certified Distress Property Expert
Certified Mentor, Darryl Davis
Certified Mentor, Tom Ferry
Certified Mentor, Brian Buffini

# **Professional Accomplishments**

Century 21 Great North Broker Council (Regional Franchise)
President 2 years
Board of Directors 10 years

Century 21 (International)

NBCC-National Broker Communication Congress representing the State of Wisconsin-4 years

RE/MAX North Central (Regional Franchise) Executive Committee

Realtors Association of Northeast Wisconsin

President 2 years

Executive Committee 6 years (current) Board of Directors 5 years (current)

Committees: Forms, Governmental Affairs, Commercial Council Commercial Information Exchange, RPAC, Professional Standards,

Developers Council and Finance Committee Chair.

Realtors Association of Northeast Wisconsin Multiple Listing Service

President 2 year

Executive Committee 6 years (current)

Board of Directors 8 years (current)

Chair of M.L.S. Committee

Finance Committee Chair (current)

# Wisconsin Realtors Association

Board of Directors (current)

Chair to a Special Task for with goal of establishing a state wide data sharing between M.L.S.'s.

Chair of Wisconsin Internet Real Exchange (WIREX)

Federal Political Coordinator (FPC)

### National Association of Realtors

Voting Director 2 years

Committee member-Residential Finance

# **Employment Present and Past**

- 1. Owner & Broker: RE/MAX 24/7 Real Estate LLC Appleton, WI
- 2. Co-owner & Broker: Century 21 Great American Appleton, WI
- 3. Owner: Mortgage Plus & Financial Corporation (Mortgage Broker)
- 4. Director of Sales: Century 21 Great North (Regional Franchisor)
- 5. Co-Owner: Century 21 Gold Key Realty Marshfield, WI

K.C. believes in community involvement and is presently an active supporter of Susan B. Komen search for the cure and Children's Miracle Network. In the past he has been involved with the Rotary and Elks Club's.

K.C. carries over 31 years of experience in Commercial, Residential and Development in Real Estate and Management thru out the State of Wisconsin. K.C. has been licensed as a Real Estate Broker since 1980. His Real Estate company's have always carried a distinction of having high per person production and has received recognition for customer service and outstanding sales on a local, state and national level. K.C. has been awarded the Excellence in Professionalism from RANW. He has also authored a sales and management training program, "Hands of Sales and Sales Management" based on the Psychology of Guided Discovery.

I look forward to directing the team to focus on creating sales in LAKE PARK SQUARE and LAKE PARK VILLAS and feel confident in our marketing program.

Professional and Personal reference are available upon request.

# John Gabbey Bio

John W. Gabbey 1447 Stead Dr. Menasha, WI 54952

Contact: 920-858-7887

John.Gabbey@REMAX.net

Military: I served 6 years in Wisconsin Army National Guard

Military Occupational Specialty: Tank Driver

Education: University of Wisconsin-Whitewater

**BBA-Marketing** 

### Post UW Education

I have continued developing my skills by taking the following classes and seminars in Accounting, 1031 Property Exchanges, Financing Commercial Properties, New Commercial Developments, Commercial Risk Reduction, Condominiums: Sales, Marketing & Exchanges, Computer skills, Professional Standards, Marketing in 21<sup>st</sup> Century, Management by design

# Professional Accomplishments

I was asked to sit on a panel for Code of Ethics and Standards Council for Northeast Wisconsin, as well as Professional Standards Arbitration Analysis, Professionalism in Commercial Real Estate Practices. I was also Chairman Commercial Council of Northeast Wisconsin, 2 terms. I volunteer for public service events.

# **Employment**

15 years Snap-On-Tools Corp., I was Sales and Marketing Manager for Wisconsin.

15 years FMC Corp., I was Sales Manager for western half of the United States.

10 years Commercial Real Estate Specialist with emphasis on vacant land development

# James Fletcher Bio

James Fletcher, Commercial Real Estate Broker RE/MAX 24/7 Real Estate, LLC 2835 W. College Ave. Appleton, WI 54914

(920) 734-0247

Jim's memberships and professional associations both past and present are as follows:

Northeast Wisconsin Commercial Investment council,
National Association of Realtors,
Wisconsin Association of Realtors,
CCIM Designee
CCIM Wisconsin Chapter,
ICSC International,
Fox Cities Chamber
East Central Regional Planning Commission,
Graduate Fox Cities Chamber Leadership Program,
Wisconsin Avenue Redevelopment Committee,
Past Commodore and Board Member Appleton Yacht Club

Jim is an active supporter of Make a Wish, Boys and Girls Clubs, United Way, Juvenile Diabetes Foundation and Children's Hospital.

Jim carries over 23 years of Commercial Real Estate Brokerage, Investment, Development and Management through out all of the Fox Cities and North East Wisconsin. Jim spent his first 16 years with the Bechard Group where he was their top producer, along with being in the top 5% in the State of Wisconsin, for his last 10 years with the company. In 2005 Jim started his own company and affiliated with Coldwell Banker Commercial expanding his Commercial Real Estate Brokerage to not only Wisconsin but to Florida, Ohio, Illinois and Michigan. During this period Jim was a member in Coldwell Banker's National Circle of Distinction Club in the years of 2006, 2007 and 2008, which is made up of only 1% of all Colwell Banker Commercial Brokers in the Nation. In 2008 Jim was also honored as

Coldwell Banker Commercials Number One Producer in the State of Wisconsin. With the changing economy James found that a joining of forces with RE/MAX 24/7 Real Estate, LLC would provide a better avenue to take care of present and future clients and made the decision to close his company and join RE/MAX 24/7 in September 2011,

During his 23 years, Jim has obtained hundreds of connections with Brokers all over the country and developed a large contact list enabling him to extensively market properties he represents to many sources outside the area which was enhanced significantly with the joining of RE/MAX 24/7.

In connection with the Menasha project Jim has considerable experience with Municipal Development with the following communities: Town of Greenville, Village of Wrightstown, Town of Grand Chute and Town of Menasha.

# Exhibit A: Lake Park Area Map

City of Menasha, Calumet County, Wisconsin



Legend

RDA Owned Lake Park Square Commercial Lots RDA Owned Lake Park Villas Residential Lots

