



**SKY WEST**  
real estate services

[SkyWestServices.com](http://SkyWestServices.com)

## MARKETING PLAN

## Marketing Plan:

Any successful marketing plan must be multi-faceted and aggressively implemented. Upon being named the exclusive representative for the property, we will institute the following marketing plan:

### 1. MARKETING PACKAGE

A preliminary marketing brochure will be sent out to targeted tenants in select markets as well as all area tenant rep brokers.

A comprehensive marketing package will be prepared that will include the following:

- Photographs
- Property Description
- Site Plan
- Area Description
- Area Maps
- Demographics

### 2. DEMOGRAPHIC ANALYSIS

We have the ability to provide a wide range of demographic and market analysis reports using Site Analysis module. Examples include aerial/satellite photos, business locators/extracts, consumer spending, crime risk, demographics, maps, market potential, express packs, financial data, and much more.

### 3. THE WEB

We will utilize several web based real estate sites, including our own website to further insure that we get the property information out to all potential buyers.

We are members of CoStar, Retail Lease Track and LoopNet and we will place each of the available spaces into the system where they can be viewed by thousands of members across the nation.

#### **4. BROKER COOPERATION**

Sky West prides itself on the cooperative spirit that exists throughout our firm. As soon as it is completed, an executive summary or flyer containing all the pertinent facts about the asset will be sent out to all cooperating brokers active in the area. This spirit of cooperation will be maintained throughout the marketing campaign.

#### **5. SKY WEST' NETWORK**

We at SKY WEST have strategically positioned ourselves with multiple offices throughout the western United States in order to keep a constant pulse on the market and assure that all listings receive the highest level of attention. The marketing team's RENO office is conveniently located and will guarantee paramount attention.

#### **6. MAILINGS & EBLASTS**

Sky West & Companies office has compiled a database of thousands of prospects in the market place. We believe Majestic Marketplace Retail will appeal to a number of these prospects. The most logical prospect is someone that is familiar with the area and may already occupy similar properties in the area. This is the type of tenant we will target in our mailings.

#### **7. DIRECT CALLS**

Due to our combined fifty (50) plus years of brokerage experience, we have a long list of active clients and we consistently communicate with and share information to be ensured that we are aware of all potential opportunities.

#### **8. ACTIVITY REPORTS**

One of the main tenets of our philosophy is open and direct communication with our clients. We will meet with you on a regular basis to update you on the status of the marketing. In addition, we will prepare written reports on a bi-monthly basis outlining the status of the marketing of the subject property. We feel that it is extremely important to keep the lines of communication open at all times and pride ourselves on prompt responses via phone or email.

## HOW WE MARKET YOUR PROPERTY

Advertising on SkyWestServices.com & SkyWestBrokerage.com  
(Distributed to all RENO commercial offices, over 3000 local agents  
(residential & commercial) and searched by thousands of visitors)

Advertising on Loopnet.com  
(Internet based advertising for commercial real estate)

Advertising on Costar.com  
(The leading provider of information services  
to real estate professionals)

Install signage on property.

Cold Call the Targeted Market Areas.

Direct mailers to prospects in the specifically targeted areas.

By Canvassing area businesses for prospects.

Personally contact commercial brokers who work in the surrounding  
area.

Track using in house pipeline activity reports.

Call back and follow up mailers thru in house database management  
and mailings.

SAMPLE LEASE FLYER: (Attached as Addendum)