



MARKETING BOOK



Dear Prospective Client:

This letter and packet are to introduce you to Jack Fowler & Associates LLC; Commercial Real Estate. Buying, selling, leasing, and commercial property management is our business.

Jack Fowler & Associates is the premiere name for Commercial Real Estate in the Prescott area. Our commitment to excellence and our professionalism has given us a distinguished reputation among our peers in our community. Since Jack Fowler & Associates is the dominant presence in our field, you can be assured that listing your available space and for sale properties with us is the best way to promote your listing to a wide audience. You can be confident that we will be the primary source of contact when buyers are interested in opportunities in our market area. We are familiar with the community, current market and economy, as well as state and local regulations. In these uncertain economic times it is ever increasingly important to have a professional that can help you navigate and identify the opportunities of this recessionary market and its subsequent recovery. We provide professional advice and market knowledge to help you find the best strategies and solutions for either your current properties or your future investments. Jack Fowler & Associates have experience and knowledge of commercial real estate transactions, whether you are looking to acquire, sell, lease, and develop commercial property or need property management services.

Commercial Real Estate is what we do. Let us put our experience to work for you.

Typically, for marketing and presenting property, for negotiating a lease or sale, and tracking progress of a transaction through close of escrow, our fees are 7% of the total sale or lease price. In most cases by far, when we negotiate a purchase or a lease our fees are paid by the seller or landlords. Our fees for providing property management services are typically 7% of any base rents we collect.

If you have any questions or need a Commercial Real Estate Professional, please contact us.

Sincerely,

A handwritten signature in cursive script that reads "Jack Fowler".

Jack Fowler, CCIM



Proposed Marketing Plan Summary

Subject Property

Within Week One

1. Listing agreement and data sheet completed.
2. Property brief and flier prepared for possible inquires.
3. Order sign(s) to be placed on the property.

Within Two Weeks

4. Prepare property marketing package, with photo's, plat maps, proformas, and property descriptions, flyers, etc. to be distributed via fax, mail, and **email**.
5. Prepare ads for distribution through newspapers.
6. Place on Jack Fowler's website, www.jfowler.com, Loop Net Commercial Marketing www.loopnet.com, and other commercial outlets, such as; CCIMnet.com, Property Line and Commercial IQ.

Within One Month

7. You will receive, on a regular basis, information about the advertising, showings, and general market activity.
8. Make presentations at the Central Arizona C.C.I.M. Marketing Group, in Phoenix and the monthly Prescott Area Commercial Marketing Meeting.
9. The Economic Development entities; Jane Bristol; City of Prescott, and Greg Fister; Town of Prescott Valley shall be delivered a marketing package for the subject property.
10. Send property information to active brokers in the commercial and business brokers' arena via mail and email; primarily this is thru our Premier Membership on Loopnet. This membership "pushes" information to matching criteria inquiries.
11. Ads placed in Wall Street Journal, trade journals, etc. as deemed appropriate.

On a Continuing Basis

12. Continue with items 4,5,6,7,9, & 11.



Marketing and Promotions

For marketing to both sellers and buyers, we use traditional methods of advertising and promotions such as: a sign on the property, newspaper ads, flyers and post cards. We also promote heavily on the internet with our own website at www.jfowler.com and other multiple listing services such as PAAR, Loopnet, CommercialIQ, Property Line, CIMLS and PACG. To send letters and flyers we are also using mass email services such as Constant Contact and CCIM Mail Bridge.

Jack Fowler & Associates is always looking for new and innovative ways to proficiently use our time, effort and money to reach the most people and target specific audiences.

Jack is and will continue promoting himself as the premier commercial agent in the Prescott – Prescott Valley area. As you know if you need anything anywhere, one of the first questions asked is “Who do I know that can help with this need?” The answer to that question when it comes to commercial real estate in the tri-city area is Jack Fowler & Associates. *This fact alone is more valuable than all of the other advertising things combined.*

You can view past email newsletter by clicking on the archive link on the home page of our website.



The following pages are samples print promotions.

This is a sample of our Hotsheet that is sent to hundreds of realtors and prospective clients.






8652 E Eastridge Drive Suite 201
 Prescott Valley, AZ 86314
 928-775-4227—Office

VACANT LAND FOR SALE

<p>Reduced 5999 Wilkinson Prescott</p>  <p>23.75 acres Prime location near airport Zoned IL MLS# 930323 \$ 1,034,550.00 Owner will consider Splits and offers</p>	<p>2500 Great Western Prescott Valley</p>  <p>Zoned C2-3 3.66 Acres—\$8 sq ft Near Crossings Retail development MLS# 914001 \$1, 275,437.00</p>	<p>LOCATED IN THE HEART OF PRESCOTT VALLEY 1 BLOCK FROM HIGHWAY 69 INDUSTRIAL & COMMERCIAL</p>		
	<p>2651 Third St 5.91 acres Zoned M1 MLS # 929294 \$1,285,020 \$5 sq ft</p>	<p>7125 E 2nd St 1.19 acres Zoned M1 MLS#929291 \$414,691 \$8 sq ft</p>	<p>7475 E 2nd St 1.17 acres Zoned C3 MLS#929292 \$458,686 \$99 sq ft</p>	

COMMERCIAL PROPERTIES FOR SALE/LEASE

	<p><u>8652 E Eastridge Drive</u> <u>Prescott Valley, AZ</u> Class A Professional 12, 046 sq ft two story building 6 units; Zoned C-2 MLS# 926060 MLS # 913953</p>	<p>Beautiful two story building located on the east end of Prescott Valley; along the Hwy 69 in the Eastridge Plaza Development. Seller is owner/agent. Will guarantee rents for one year. Offered at: \$2,675,000.00 Leased at: \$20 sq ft/yr-Gross 1 unit available ready for tenant improvements</p>
	<p><u>2485 Great Western</u> <u>Prescott Valley, AZ</u> 7,305 sq ft Zoned C2PAD MLS # 940742 936610</p>	<p>7,305 sq ft office/retail building currently split into 5 suites. Hwy 69 visibility in busy shopping center across from Crossroads development. Easy access. Offered at: \$900,000.00 Offered for lease at: \$12 sq ft/year Suite E is 2,050 sq ft. Suite G2 is 933 sq ft</p>
	<p><u>8233 E Pecos</u> <u>Prescott Valley, AZ</u> Mini Storage Zoned PM MLS# 921914</p>	<p>8,500 sq ft in 4 buildings containing 49 storage units on .81 acres with fenced yard. Room for increase & expansion. Clean and well maintained; Easy access to Hwy 89A and Fain Road Offered at: \$800,000.00</p>

