

From: Nate Grotzke [mailto:Nate.Grotzke@closeconverse.com]
Sent: Tuesday, March 3, 2020 6:39 PM
To: Nancy Malecha <nmalecha@pequotlakes-mn.gov>
Subject: RE: Heart of the Good Life Development

Nancy –

Thank you for the opportunity to meet with the economic group. I appreciated the opportunity to hear more about development and share what we do at Close-Converse.

The big question is, “How can Close-Converse help Pequot develop this property”.

The following are some of the resources we use to help provide your property maximum exposure:

- **Packets** – Jenny designs marketing packets for each property that are between 18-22 pages. Utilizing the info you already have, this packet may be larger. We try to have as much info in them as possible as we deal with many buyers/brokers from outside this area and we want them to have all the info up front so when they actually stand on the land, they are ready to make a decision.
- **Email Blast Campaign** – This is one of our best marketing tools. We have a contact database with more than 10,000 prospective buyers for your property. We specifically target buyers/tenants looking for properties similar to yours.
- **Northstar MLS** – This is the MLS system used by the majority of realtors throughout Minnesota. We offer a cooperative fee to all agents who procure a buyer for the property.
- **MNCAR Property Exchange** – This is the MLS used by commercial agents in the Metro market (Minnesota Commercial Association of Realtors). We list your property on this MLS database.
- **Close-Converse Website** – www.closeconverse.com. Your property is listed on our website.
- **Close Converse Facebook** – All email blasts are posted here as well as new listings.
- **Listing on Loopnet.com** – Loopnet is the most popular commercial real estate search engine in the world. In addition to Loopnet showcasing the property on their site, they distribute the property information to numerous other sites including **CCIM.net** and **Costar.com** (which we are also members of) as well as to the Wallstreet Journal online and CityFeet, and provides exposure on Google, Yahoo and Bing. Loopnet has 225+ national & local partner websites.
- **CCIM** –Chris Close, Tim Miller and I hold the CCIM designation (Certified Commercial Investment Member). CCIM’s are recognized experts in commercial real estate brokerage, leasing, asset management, valuation, and investment analysis. Only six percent of commercial real estate professionals nationwide hold the CCIM designation, which is one of the most coveted and respected designations in the industry. Through our CCIM network we provide your property exposure to numerous qualified commercial agents throughout Minnesota.

Comparables – Right now, you are competing with Brainerd’s Industrial Park that is owned by the City of Brainerd. They are offering it for \$62,225/acre, but recently offered a significant number of acres to a buyer for only \$1. Baxter also has property available for sale for \$1/sf.

Pricing – I think you are ok marketing the property where you are at, but a potential buyer may use these other two cities as leverage on the price of their offer.

Commission – We are proposing a commission of the great of 7% of the purchase price or \$5,000.

Please let me know if you have any questions on this or if you would like to meet via phone to discuss any of the information above.

Thanks!

Nate Grotzke, CCIM

Broker

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Commercial Real Estate | Business Brokerage

C: 218-838-1000 | O: 218-828-3334 | 521 Charles Street | P.O. Box 327 | Brainerd, MN 56401

www.closeconverse.com