



CALICOMARKETING.COM

How We Get Higher Rates for your Vacant Spaces

By (Company or Agent name)



YOUR LOGO

Market your Vacancies with **our **9 Point Strategy** to get Higher Lease Rates**

**Positioning your spaces for the current
market will get your property leased fast
and for the a higher rate.**

Why we built a 9 point strategy

- Most brokerages don't put much time and energy into advertising your spaces.
- Turning around listings should be every brokerage's number one concern.
- The faster empty spaces find tenants, the faster you get paid.
- The better the marketing strategy, the more eyes are on your property, increasing your chance at negotiating a higher lease rate.

We use a robust marketing strategy to get your vacancies leased quickly.





Let's talk about promises...

- We can't promise a % of profit added to your listing.
- We can promise that **our** processes have made more money and turned around vacancies faster for **our** clients.
- If you want to lease your spaces faster and for more money, this process will assist you on your journey.



**<NAME> got % more than expected on an
office suite lease**

Name, title

“My property received offers in ~~##~~
days thanks to pricing it correctly.”



Who is this for?

- Landlords with a commercial real estate portfolio
- Owner-users with extra space to sublease
- Owners of office, retail, industrial, medical office, etc.



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What is a Broker? ...and why do I need one?

Here's where you can tell a story (either real or hypothetical) about someone who tries to lease their own space on Craigslist and/or the local newspaper and gets lowball offers. Annoyed, they finally hire an agent. The agent puts the listing on places where investors are looking and the property finally gets in front of the right people and gets competitive offers.



Goal for this presentation

1. The EASIEST WAY for you to achieve higher lease rates is to send your listing through a marketing process.
2. The ONLY WAY for your property to go through *this* extensive marketing process in <CITY> is through our brokerage / my proven process.

A black and white photograph of a modern office building with large glass windows and a glass entrance. Four people in business attire are walking towards the camera in the foreground. A solid orange rectangle is in the top left corner.

CALL
How this process came to be...
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OUR PROCESS

Comparable Research

What similar properties have leased for in your area

Final Contracts

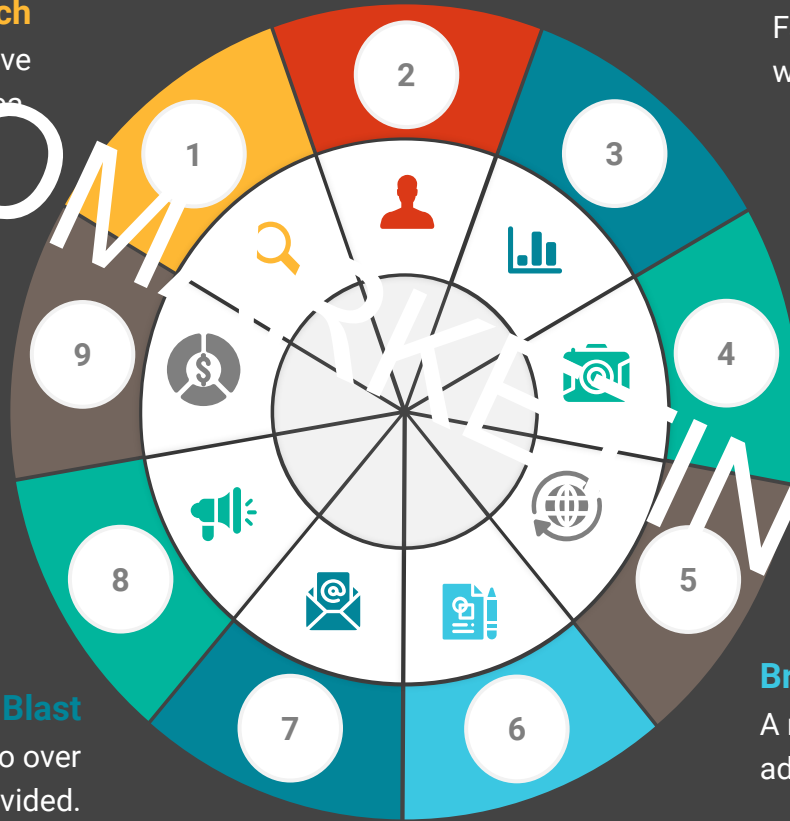
Once the property has offers, we will write and negotiate contracts.

Press Releases

Upon request, a press release can be created and sent to media outlets.

Mass Email Blast

Upon request, an email blast to over 100k emails can be provided.



Broker Opinion of Value

Fair market value for your lease rates will be researched and determined.

Price Strategy

Based on the research, a pricing strategy will be reached.

Photography

The property will be photographed with a high-end digital camera.

Online Databases

Vacancies will be posted on the top commercial real estate databases.

Brochure / Offering Memorandum

A modern brochure will be created and added to the online directories.



That process was the result of
X years of trial and error!

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Are you ready to get moving on
those vacancies?

Get the exposure your property needs to
fill vacancies fast.



**13 more slides included,
not shown in this preview**