



**DY**  
REALTY GROUP



# Marketing Program





## Phase I: Assessment

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- Highest & Best Use
- Establish Target Groups
- Identify Outreach Lines



## Phase II: Marketing

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- Marketing Materials
- Reaching Out to Prospects
- Brokerage Community
- Advertising / Internet



## Phase III: Negotiation

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- Proposal Submission
- Tenant Qualification
- Negotiation
- Closing or Next Phase



## Phase IV: Evaluation

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- Marketing Reports
- Identify Strengths
- Reposition
- Repeat Process

## DYRealty.com

Our state-of-the-art website is designed to get customers quickly and easily to your property. Each listing is crafted to accentuate its best features and includes an image slide show, location map, detailed property information, documents & brochures. Below is an example of a custom property website.



## Strong Email Database

Cultivated over 46 years of personal and business relationships, our email distribution list is extensive. We regularly distribute our exclusive listings to ensure the entire marketplace is aware of the availability.

## Distribution Network & Co-Brokerage

Our team has longtime relationships on a local & national scale. This gives us the ability to target potential customers, including users, developers, investors & other qualified prospects. We partner with a wide network of the leading real estate distribution services – such as Loopnet, PropertyShark and CoStar – to attract qualified customers for your property. DY is a trusted agency in the greater New York City brokerage community.

## Marketing Materials

We take pride in our ability to create attractive and informative marketing brochures, property websites, & e-mail distribution flyers. We have the tools and ability to personalize marketing materials to the strengths of the subject property, enhancing its appeal to all prospective buyers and tenants.

## Multi-Faceted Marketing Approach

In addition to both modern & traditional channels of marketing, we take a "boots on the ground" approach to our exclusive properties. Identifying the potential candidates most likely to be attracted to the asset enables us to quickly & efficiently market the subject property.

## Pre-Marketing Phase

Weeks 1 - 4

- Reach consensus with owner on final offering strategy
- Begin to process & identify targeted prospects
- Gather and analyze data, i.e. physical, operating, & financial
- Prepare photography and graphics
- Prepare draft of marketing materials
- Produce marketing materials for distribution
- Set-up marketing website & create war room with property information

## Marketing Phase

Weeks 5 - TBD

- Send marketing email/teaser to targeted prospects
- Send marketing email/teaser to brokerage community
- Distribute NDA as required to potential prospects & give access to war room
- Begin distribution of offering memorandum & property website to target prospects
- Coordinate property inspections & follow-up with interested parties
- Provide marketing reports with all property activity as requested
- Continue to process & identify targeted prospects

## Evaluation, Due Diligence & Execution Phase

TBD

- Evaluate quantitative and qualitative elements of all offers
- Respond to all relevant proposals as presented throughout the marketing period
- Award the winning offer (subject to acceptable offer)
- Facilitate due diligence
- Finalize and execute lease
- Provide supportive services as needed
- Lease execution

## VAST KNOWLEDGE

Decades of experience has equipped us with intimate knowledge of the marketplace, allowing us to foresee challenges and identify trends.

## OFF-MARKET CAPABILITY

Early information is often the key to success. We specialize in off-market transactions, giving our clients a strategic advantage.

## EFFICIENCY

Our deep market connectivity allows us to screen and identify only those opportunities that meet our clients' criteria, saving valuable time and resources.

## LONG-TERM RELIABILITY

We pride ourselves on lasting relationships that continually evolve with our clients' needs.