



## *Inland Companies – Sample Marketing Plan*

The success of leasing or selling a property is dependent on the Listing Company's and Agent's willingness, aggressiveness and diligence to execute a defined Marketing Plan for the Property. Although each individual property requires specialized marketing strategies, the following are Inland Companies' basic Marketing Tasks that are completed for each listing:

### *Cold Calling:*

At the heart of any good marketing campaign is simple and professional 'cold calling' and canvassing for prospects. This process can be completed in a variety of different ways, but it is essential for the success of a project.

- **Goal:** To make every business and broker in our target area aware of the property and the opportunity.
- **Tenant mailers:** We will be conducting staggered prospect mailings followed up with a telephone call by a member of the Inland Team.
- **"Knocking on doors":** Aggressively seeking out potential prospects by walking through buildings, distributing marketing materials, and following up with a phone call.
- Tracking materials distributed, tenants contacted, and all marketing activity in Inland's database (REA – Real Estate Assistant).

### *Internet Marketing:*

- **Inland Companies Website** - The property will be entered into the Inland Companies website ([www.inlandcompanies.com](http://www.inlandcompanies.com)) and will highlight the amenities of the property along with color photos. Prospects may search for available space and download the building marketing materials on-line through our website.
- **Xceligent Listing** – Xceligent is one of Milwaukee's 'multiple listing services' for the commercial industry of which Inland is a member and user. The property will be entered into this database and be accessed by brokers and real estate professionals both **locally and nationally**.
- **CoStar Listing** – CoStar is another of Milwaukee's 'multiple listing services' for the commercial industry of which Inland is a member and user. The property will be entered into this database and be accessed by brokers and real estate professionals both **locally and nationally**.
- **LoopNet Listing** - LoopNet is another of Milwaukee's 'multiple listing services' for the commercial industry of which Inland is a member and user. The property will be entered into this database and be accessed by brokers and real estate professionals both **locally and nationally**.

### *Networking:*

Inland Companies will continue to work very closely with other local and national brokers who specialize in commercial brokerage and continuously keep them updated on vacancies and properties. Inland also maintains very close relationships with "Tenant-Rep" brokers that represent the national corporations, and keep them educated on the opportunities that are available at the Property.

## ***Other Marketing Vehicles:***

**Signage:** Inland will install “For Lease or Sale” signs on the grounds of each of the buildings in highly visible locations. The signs will contain the names and phone numbers of the agent to ensure all inquiries are directed to the appropriate brokers.

**Brochures:** Inland Companies supplies brochures to all perspective Tenants, Buyers and Brokers describing the opportunities that are available at the Property as well as including any building or site plans that may be available.

**Reporting:** Inland Companies will send out a monthly marketing report with the prospect’s name, timing, size and any other comments on the prospect’s requirements. The report will also detail the most recent communication with the prospect and the plan for follow-up.

**Broker Open House:** On occasion, Inland may recommend a “Broker Open House” for a property which is a great way to invite other real estate professionals to view a property with the intent of those brokers presenting your Property to one of their clients. Often times a light lunch and/or ‘give-a-ways’ are provided for those who attend. A budget between Inland and the Client would be established.

**Classified Advertisements:** On occasion, Inland may recommend classified advertisement for a particular property. Although this is normally not an overly effective means of marketing, certain property types may require this. A budget between Inland and the Client would be established.

