18-Point Marketing Commitment

Norris & Stevens is the superior choice to exclusively market your building for several specific reasons:

Norris & Stevens specializes in the leasing, sales and property management of Office, Retail, Industrial and Apartment properties in the Portland Metropolitan Area. We are one of the largest commercial brokerage and property management companies in the market. We have a Marketing Program that is well-coordinated with our Property Management Program, and is dedicated to leasing and selling property at the highest rent, and in the shortest possible time. Our attention to the owner's objective is always focused.

Norris & Stevens currently has approximately 24 experienced, educated, and aggressive sales and leasing agents. Our agents specialize in Office, Retail, and Industrial leasing. They are among the most productive in leasing their respective type of property in the entire Portland area.

Norris & Stevens has sold and managed a significant amount of Office and Retail/Industrial property in Portland. In doing so, we have represented many different owners, from financial institutions to private investors. The Company specializes in providing detailed and accurate financial information for the clients to make sound selling and buying decisions.

Why has Norris & Stevens been this successful in representing our clients? Simply stated... we develop a Marketing Program for each property, which we regard as our Marketing Commitment. This "commitment" is the cornerstone of the way we do business. It is our full and absolute promise of performance to our clients.

Upon the appointment of Norris & Stevens as the Exclusive Listing Agent for the Property, an 18-Step Marketing Program will be implemented. It will be accomplished in two stages: the Pre-Marketing Stage and the Marketing Stage. This process ensures a thorough and orderly completion of the 18 steps. The 18-Step Marketing Program will be tailored to take into account the unique aspect of the Property.

Marketing Strategy Overview

PRE-MARKETING STAGE: STEPS 1-7

1. Recommend Terms and Conditions
2. Conduct Property Inspection
3. Prepare Analysis of the Property
4. Prepare & Distribute Marketing Brochure
5. Develop Target Prospect Lists
6. Identify Target Marketing Areas
7. Prepare Master Sales Book of Property Data

MARKETING STAGE: STEPS 8-18

8. Begin Market Exposure Through Direct Methods to Investors & Users
9. Begin Market Exposure Through Periodical Advertising
10. Distribute Information to Affiliates of TCN Worldwide
11. Distribute Information to the Brokerage Community
12. Tour of the Property by all Norris & Stevens Agents
13. Tour of the Property by Prospective Buyers
14. Receive and Process Letts of Intent to Purchase
15. Conduct Negotiations with Prospective Buyers
16. Conduct Transaction Management Once a Purchase & Sale Agreement is Signed
17. Due Diligence Period Follow-Through
18. Reporting to the Ownership (bi-monthly)

Pre-Marketing Stage • Steps 1-4

Prior to the distribution of information on the Property, certain activities will be accomplished by Norris & Stevens, Inc. These activities will set the stage for the orderly and effective distribution of information, and a successful Marketing Program. All of these activities will be accomplished within the first 2-3 weeks. Some of the activities identified below will be accomplished in conjunction with our Property Management group. In those situations, a single report and recommendation will be made to the Ownership. There will be no conflicting opinions.

After each step of the Marketing Program, there is a notation containing an estimate of when this activity will be accomplished. A "+" sign indicates the activity is ongoing.

1. RECOMMEND PRICING AND STRATEGY (WEEK 2)

Prior to beginning the Marketing Program, Norris & Stevens will make a final recommendation on quoted purchase prices and the Purchase Agreement form.

2. CONDUCT PROPERTY INSPECTION (WEEK 2)

We will carry out a complete inspection of the Property and provide written recommendations of items which will enhance its marketability. We will continue to do so during the term of the listing. Regardless of the Property's condition at any particular time, it is beneficial for the Ownership to have marketing experts objectively evaluate it from a prospective purchaser's point-of-view.

3. PREPARE ANALYSIS OF THE PROPERTY (WEEK 2)

We will recommend to the Ownership a list of contractors and/or inspectors suitable for the prospective Buyer's due diligence package and Master Sales Book of Property Data.

4.PREPARE & DISTRIBUTE MARKETING BROCHURE (WEEK 3)

Following the Inspection and Analysis of the Property, color marketing materials will be prepared. The brochure will contain area map, site plan, floor plans, price, features, and benefits of the Property. The standard brochure, which is a Norris & Stevens expense, utilizes color photocopying on high-quality bond paper. If the Owner desires a printed glossy brochure, the cost of that format is deemed a Property expense.

Marketing Stage • Steps 5-6

5. DEVELOP TARGET PROSPECT LISTS (WEEK 3+)

- Several targeted lists of prospects will be prepared by Norris & Stevens
- We will develop a prospect list of buyers, regardless of location, that are suitable for the Property. Norris & Stevens has an updated in-house database of over 500 companies and individuals in the marketplace. This list will be used to develop a prospect list using several combinations of search criteria
- Prospects generated by other sources
- Commercial real estate companies

Another section of this Marketing Proposal discusses our direct marketing to the brokerage community. No one broker has all the prospects, thus, we will make specific recommendation regarding fees and incentives to "outside" brokers.

- Area-wide economic development organizations

Economic development is conducted by cities, counties, the State, public utilities, etc. Accordingly, we will make the appropriate agencies and groups aware of the Property.

6. IDENTIFY TARGET MARKETING AREAS (WEEKS 2-3+)

In addition to developing targeted prospects and prospect source lists, we will identify targeted marketing areas for direct mail and personal canvassing.

Marketing Stage • Step 7

7. PREPARE MASTER LEASING BOOK OF PROPERTY DATA (WEEKS 2-3)

A detailed outline of the specifications of the Property will be prepared by Norris & Stevens in layman's terms, so that all questions likely to arise during the Marketing Program can be readily answered.

The Master Book will contain all of the Property's information, and will be available for review by the Ownership and Norris & Stevens. Information in the Master Book includes:

A. Site Plan

B. Floor Plan

C. Design Characteristics of the Property

D. Roof Inspection

E. Environmental Reports

F. Title Reports

G. Copy of Lease

H. Seismic Inspection

I. Fire/Life-Safety System

J. Emergency Electrical Power

K. Emergency Exit Procedure

L. ADA Report

M. Lease Expiration of Existing Tenant

N. Summary of the Mechanical, Electrical and other Systems

O. Open Permits

P. City/County Zoning Information and Appropriate Contacts

Q. Public Transportation Information

Marketing Stage • Steps 8-11

Upon completion of Pre-Marketing Stage and the printing of the brochure, Norris & Stevens will implement the comprehensive Marketing Stage targeted to potential prospects and prospect-sources. All activities are completed in Weeks 3-5, and repeated on a continual monthly basis.

After each step of the Marketing Program, there is a notation containing an estimate of when this activity will be accomplished. A "+" sign indicates the effort is ongoing.

8. BEGIN MARKET EXPOSURE THROUGH DIRECT METHODS TO INVESTORS AND USERS (WEEK 3+)

Information on the Property will be distributed in the following manner:

- Personal Contact/Calling

Brochure will be personally delivered to targeted prospects in pre-arranged, face-to-face presentations.

- Direct Mail

A personalized letter and brochure will be sent to a targeted list of prospects and prospect sources.

9. BEGIN MARKET EXPOSURE THROUGH ADVERTISING (WEEK 2+)

Norris & Stevens conducts an extensive and comprehensive advertising program. We believe that our advertising resources are a vital part of the overall marketing support program. Norris & Stevens is a large commercial real estate advertiser in the Portland area. As such, we purchase advertising at a favorable rate. We advertise our listings more often than other commercial brokerage firms.

We advertise in the following mediums:

- Portland Business Journal
- The Oregonian
- Daily Journal of Commerce
- CoStar
- Loopnet
- Craigslist

This is a transition in our industry from print advertising to internet marketing. As time progresses we are directing more resources to internet marketing and less at print advertising, as in the classified ads.

10. DISTRIBUTE INFORMATION TO AFFILIATES OF THE COMMERCIAL NETWORK (WEEK 3)

Norris & Stevens is a member of TCN Worldwide, an affiliate relationship of national and international commercial real estate companies. The purpose of TCN Worldwide is to create a referral source for member firms in each market served. We will send brochures to each appropriate member firm announcing the availability of the Property.

11. DISTRIBUTE INFORMATION TO THE BROKERAGE COMMUNITY (WEEK 4+)

It is important to have the cooperation of the brokerage community. We maintain an excellent professional and a cooperative relationship within the brokerage community. A personalized letter and brochure will be sent to leasing agents within the entire Portland Area, announcing the availability of the Property.

Marketing Stage • Steps 12-18

12. TOUR OF THE PROPERTY BY NORRIS & STEVENS AGENTS (WEEK 2)

A presentation and tour of the Property will be made to all leasing agents of Norris & Stevens within two weeks of the listing being signed. In addition, the Property will be toured by all sales agents at Norris & Stevens. The Property's status will be reviewed on a weekly basis at our in-office Sales Meetings. These presentations and tours are repeated on a regular basis.

13. TOUR OF THE PROPERTY BY PROSPECTIVE BUYERS

Buyers with serious interest in the Property will be given a personal tour by Norris & Stevens.

14. RECEIVE AND PROCESS LETTERS OF INTENT TO PURCHASE

All Purchase Proposals for the Property will be reviewed and presented to the Ownership by Norris & Stevens. In each case, the relative merits will be summarized and a detailed recommendation of an appropriate response will be made in writing.

15. CONDUCT NEGOTIATIONS WITH PROSPECTIVE BUYERS

Norris & Stevens will obtain and provide to the Ownership the necessary information to conduct negotiations, including: required documentation, buyer's references and appropriate financial information, and preparation of a Response for Ownerships's approval.

16. CONDUCT TRANSACTION MANAGEMENT ONCE A PURCHASE & SALE AGREEMENT IS SIGNED

We typically manage our lease transactions in the following manner:

- Identify buyer's needs (various documents).

17. DUE DILIGENCE PERIOD FOLLOW-THROUGH

After execution of the Purchase Agreement, Norris & Stevens will continue to work diligently with the buyer. In addition, any and all matters that may arise or need review will be channeled through Norris & Stevens to ensure a controlled flow of information and that all requirements of the Purchase Agreement are met on time. Our task will be completed only upon successful completion of Closing.

18. REPORTING TO THE SELLER (BI-MONTHLY)

To ensure proper communication between the Norris & Stevens and the Ownership, we will report on a monthly basis. The report will contain:

1. The progress of the Pre-Marketing Stage and the Marketing Stage.

2. Inquiries from all potential Buyers.

3. Letters of Intent to Purchase in process.

4. Norris & Stevens marketing objectives for the next 30 days.