

## MARKETING STRATEGY

### DIRECT EXPOSURE



Using Constant Contact, an e-mail campaign system, we are able to design and **distribute dynamic digital content to our list consisting of over 3,700 unique e-mail addresses local to the Pacific Northwest and West Coast.** However, to provide a comprehensive marketing campaign, we also distribute printed materials such as post cards, flyers, and investment packages to a targeted list of prospects and prospect sources.



Utilizing a **network of over 1,700 Pacific Northwest brokers**, the Vertical E-mail system enables us to connect with real estate professionals in our local market placing your property's information in front of qualified viewers.



**With TCN's extensive e-mail subscriber list of over 12,000 (and growing), Norris & Stevens is able to reach beyond our marketplace** and take your properties to a national and international audience consisting of commercial real estate professionals, investors, owners, and financial lenders.

### ONLINE ADVERTISING EXPOSURE



LoopNet.com is the most heavily trafficked commercial real estate website, with nearly 5 million average monthly unique visitors according to Google Analytics. Their registered members generate nearly over 60 million page views per month and spend an average of almost 4 minutes on the site. **Norris & Stevens' premium listing membership with Loopnet enables our listings to be seen throughout LoopNet's subscriber base without restriction.**



CoStar conducts expansive, ongoing research to produce and maintain the largest and most comprehensive database of commercial real estate information. This is a direct search database wherein over 90,000 commercial real estate professionals have direct access to sales listings nationwide. **Norris & Stevens utilizes this service to increase listing exposure throughout the commercial real estate industry.**



TCN is the 9th largest commercial real estate firm in the United States ranked by National Real Estate Investor. **Through this network, we have direct e-mail access to over 800 professionals in 200 markets around the world.**