

## MARKETING PLAN

The Foley Company is a small full service Commercial – Industrial Real Estate firm dedicated to full time, honest service to your real estate needs. With over twenty seven years of active experience in the Western Massachusetts market place.

The Foley Company has established a network of contacts in the business community to effectively expose available properties to the marketplace. The primary objective in marketing real estate is to maximize the exposure of the asset to the marketplace and to ensure that is offered on a competitive basis to all businesses seeking properties to lease or purchase. Below is outline of strategies recommended in marketing real estate.

- Produce direct mail flyer –brochure to be used as tool to inform prospects of assets availability.
- Follow up phone canvas effort to target mailing markets to ensure asset is under consideration for relocation/expansion/purchase.
- List property on Costar, Loop Net, Catalyst Mass CIE, Commercial Investment Properties web sites to ensure exposure to regional and national prospects.
- Broker mailing to encourage participation with local and regional Commercial Industrial agents.
- Continued contact with Government – Economic Development agencies updating assets availability.
- Select Print advertising to maximize exposure. Commercial Real Investment Properties, Union News Sunday edition, New England Real Estate Journal, Business West
- Prepare Property Information Package highlighting salient facts on the asset.  
1.) Site Plan 2.) Building Plans & Layouts 3.) Pictures 4.) Location Maps 5.)  
Property Descriptions – Zoning, Taxes, Operating Expenses.

### MARKETING STATUS REPORTING

Provide activity reports detailing prospects interest and viability.  
Complete marketing activities and targets.