## **ECONOMIC PERFORMANCE**

Improved building value through Increased marketing activities.

## Moderate Marketing

Broker is hired Sign is installed Flyer is prepared Full Service Marketing

**Commercial Specialist hired Geographic Specialist hired Property positioned** competitively Sign installed **Presentation materials** developed Information widely distributed Cold calls / direct mail **Property presented** professionally **Space planning assistance Construction** assistance All meetings attended **Business terms negotiated** Signed leases delivered

## (+) MAX Return \$\$\$\$\$\$\$

High Prospect Activity

Many Opportunities

Many Deals Done

High Lease Rates

Highest Appraised Value

(-) MIN Return \$

Low Prospect Activity

Few Opportunities

Few Deals Done

Low Appraised Value

## Limited Marketing

**Owner installs sign** 

Sign is Flyer i