



INVESTMENT SALES | COMMERCIAL BROKERAGE

Professional Realty Advisors Controlled Offering Process



CONTROLLED OFFERING PROCESS

Professional Realty Advisors manages the entire investment sales process allowing property owners and asset managers to continue their daily activities without getting bogged down in the details related to a sale of their property.

With national investment sales we have found that a “controlled offering” is the most reliable way to achieve the highest possible price for an investment property.

To some investors, “bid” is a dirty word, as they view the bid process as an auction. However, PRA has found that the controlled offering process to be the most efficient, organized way to present information to investors and offers to sellers. In addition, investors have the time needed to properly underwrite the asset.

The Controlled Offering process is described in the following slides.



CONTROLLED OFFERING PROCESS

1. Blanket the investor market with subject property information

Electronic Marketing

- Combine extensive databases of PRA with a third party on-line service company to create a huge investor pool resource.
- Through third party company, send high quality printable information about the subject property to each investor, covering an extensive market area.
- Custom built professionally designed “teasers” may include photos, investment highlights, maps and market data to provide the best exposure for the subject property.

Hard-Copy Flyers

- Fine quality double sided marketing flyers describing the subject property are professionally printed.
- Flyers are mailed to PRA’s database and owners of similar commercial properties in the subject’s market area discovered via tax record searches.



CONTROLLED OFFERING PROCESS

2. Interested parties contact PRA for a complete Offering Memorandum which is sent immediately to investors.
3. Investors are given a set period of time during which they underwrite the property, analyze the market and conduct a site visit. The property review period typically consists of approximately three to four weeks, depending on the complexity of the asset.
4. During the review period, PRA representatives are in constant contact with investors answering questions and providing additional information if requested.



CONTROLLED OFFERING PROCESS

5. Offers are due on a specific date
 - While offers will be accepted prior to the call for offers date, no feedback will be provided until after the offer deadline.
6. Offers are Presented to Seller
 - PRA and seller discuss each investor offer.
 - The investors with the strongest offers are invited to a “Best-and-Final” round.

- The Best and Final round serves to qualify the buyers. During this round, buyers will provide information relating to their current real estate holdings, experience as well as their sources of debt and equity. PRA will also check buyers’ references and review buyer underwriting to see if there are areas to be more aggressive.
7. If pricing and terms are acceptable to the seller; a buyer is chosen.



CONTROLLED OFFERING PROCESS

8. Due Diligence

- With Professional Realty Advisors the sales process does not end at buyer selection. PRA manages the due diligence process up until closing.
- PRA handles the “heavy lifting” during the process including requests for information and distributing that information. The result is an organized process where property owners and asset managers are protected from the bombardment of requests and details inherent in a real estate transaction.



GETTING STARTED

Feel free to visit our website at www.professionalrealtyadvisors.com to learn more about us.

If you are considering disposing of an asset and would like to discuss it with us, please call or e-mail one of the contacts below:

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