



Leasing and Selling:

What does an owner with a vacant property want?

That answer is pretty simple: To get a quality buyer or leasee as quickly as possible. But how? The selection of your real estate firm is your important first step towards that goal, in order to position yourselves for the greatest opportunity to secure a buyer or leasee.

How is Miller Industrial Properties positioned for success for this particular lease or sale ?

We believe that success stems from a clear focus on and attention to these 5 key factors:

- Increase the prospect base through a well conceived, organized marketing plan.
- Maximum exposure to the potential prospect base is critical.
- Professional and qualified service to potential leasees and buyers.
- High quality, complete, timely and attractive lease / sales package for prospects.
- Hard work through diligent follow up and ongoing prospecting.

Let's look at how we achieve success in these areas:

An effective Marketing Plan that offers this property to the largest potential leasee / buyer group is critical. We look at the all possible scenarios to get the desired results for our clients. Many times this approach will make a property much more attractive to leasees / buyers through more flexible alternatives for the prospects.

Maximum exposure to the potential customer base is achieved through a multi-tiered approach for national, regional, statewide and local customer base penetration.

National exposure: Our associations with national Industrial Broker organizations get our property listings linked to industrial brokers throughout the nation. We are further connected with National industrial databases which offer nation-wide exposure for your property.

Regional and statewide exposure: We have numerous existing relationships that achieve strong exposure for our properties such as:

- State of Nevada Economic Development Agency.
- Sierra Pacific Power Company, economic development in Northern Nevada.
- EDawn, economic development agency for Northern Nevada.
- NNDA, economic development agency for Carson City, Nevada.
- Douglas County Diversification Council.
- Advertising our properties in regional publications.
- Direct mail campaign into the western and Midwest states.

Local exposure: We have been here for 25 years addressing the building needs of distributors and manufacturers. If a local firm has a real estate need, we will know about it. We also have developed a database representing approximately 96% of all local distributors and manufacturers that will be made aware of this property availability immediately through our computer based faxing program.

A quality sales package helps facilitate any sale. We can quickly develop detailed sales materials that accurately describe the property and look professional. We use a 5 color printed sales brochures with a high quality photograph, floor plans, site plans, area map, and a complete list of all the building features and systems. These are distributed to all potential leasees / buyers. Our properties have large 4'x8' real estate signs. We also will have a highly visible banner installed on the building to attract attention.

Hard Work is at the basis of my company. We work hard to find subleases / buyers for our clients. This is borne out by our success rate and the fact that we locate our own buyers or tenants for approximately 95% of the properties we list, with no other brokerages involved.

