



- Is the brokerage firm affiliated with a national commercial real estate entity allowing wider coverage? *(Key Differentiator)* Yes No
- Will the property be listed on the national commercial real estate search engines like CoStar, and is this stated in the listing contract? *(Key Differentiator)* Yes No
- Will the property be listed in the local multiple listing service? Yes No
- Does the brokerage firm only list Commercial property and have the expertise to handle the transaction or will they be splitting their time on residential listings as well? Yes No
- Does the brokerage firm have highly visible signage or use smaller residential signage? Yes No
- Does the brokerage firm front all listing costs and marketing expense or does it have to rely on the broker to spend his/her personal funds which will be required to adequately market your property? *(Key Differentiator)* Yes No
- Does the brokerage firm have in-house legal counsel to assist brokers when necessary on a commercial property? *(Key Differentiator)* Yes No
- Does the brokerage firm have an in-house sales manager, web specialist and marketing expertise to assist the broker and client to sell the property? Yes No
- Does the brokerage firm have an adequate website showing only commercial property? Yes No
- Will the broker develop a property profile sheet, use direct mail, e-mail blasts to target commercial sectors to promote your property? Yes No
- Does the broker/firm have a weekly regional sales meeting to discuss listed properties? Yes No
- Does the firm have a featured property report emailed out to over 1,400 recipients on a monthly basis? *(Key Differentiator)* Yes No
- Does the broker make use of the monthly Chamber Packet to highlight featured properties? Yes No
- Does the brokerage firm have a Property Management division that provides Site Inspections, Property Documentation, Project Management, Physical Security Surveys, Real Estate Tax Management, General and Specialty Maintenance Services? *(Key Differentiator)* Yes No



Our Company.
Your Team.

NAI Pfefferle is an affiliate of NAI Global. Our strength is international and our passion and focus is local.

Allow us to demonstrate our capabilities and commitment to your assignment.

With more than 40 years in business and offices in Appleton, Green Bay and Wausau, NAI Pfefferle looks forward to leveraging NAI Global's excellent reputation of high quality service, local knowledge and strong relationships with national strength, resources and expertise.

With more than 19 brokers and 7 support staff, NAI Pfefferle has represented a number of high-profile real estate transactions throughout communities in Wisconsin including Appleton, Oshkosh, Green Bay, Wausau and more. In the last three years, the company performed more than \$200 million in real estate transactions.

NAI Pfefferle provides a comprehensive range of professional commercial real estate services, including site acquisition and evaluation, tenant and buyer representation, leasing, sales, developing and real estate consulting. With offices in Appleton, Green Bay, and Wausau, WI. NAI Pfefferle serves Wisconsin with 19 licensed professional real estate advisors. NAI Pfefferle advisors specialize in office, retail, industrial, multi-housing, investment land and 1031 exchanges. For more information, please visit: naipfefferle.com.

NAI Pfefferle and Pfefferle Management are divisions of the Pfefferle Companies, Inc.

About Pfefferle Management

As the largest property management firm north of Milwaukee, Pfefferle Management prides itself in offering a comprehensive approach to more than 200 properties and 1,500 tenants in more than 30 cities throughout Wisconsin. Through internal resources and local affiliations, Pfefferle Management provides expertise and assistance to clients with a variety of aspects of managing

commercial property, including full property management, lease administration, contract management, project management, site inspection, property documentation, physical security assessments, real estate tax management and in-house legal counsel. For more information, please visit: pfefferle.biz.

About NAI Global

NAI Global is a leading global commercial real estate brokerage firm. NAI Global offices are leaders in their local markets and work in unison to provide clients with exceptional solutions to their commercial real estate needs. NAI Global has more than 375 offices strategically located throughout North America, Latin America, Europe, Africa and Asia Pacific, with over 6,000 local market professionals, managing in excess of over 1.15 billion square feet of property. Annually, NAI Global completes in excess of \$20 billion in commercial real estate transactions throughout the world.

NAI Global provides a complete range of corporate and institutional real estate services, including brokerage and leasing, property and facilities management, real estate investment and capital market services, due diligence, global supply chain and logistics consulting and related advisory services.