



Colliers  
INTERNATIONAL

# Listing Marketing Proposal

LT 6 CON A SYDENHAM EXCEPT SY538;  
MEAFORD

Prepared for:

Ms. Wendy Santoro  
Deloitte

Accelerating success •

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Meaford, Ontario

# Agenda

- I. LISTING TEAM
  - ▶ Marketing Team & Leaders
  - ▶ Team Organization
  - ▶ Roles & Responsibilities
  
- II. PROPERTY PROFILE & VALUE RECOMMENDATIONS
  - ▶ Property Profile
  - ▶ MPAC Information
  - ▶ Comparable Sale Listings & Transactions
  
- III. MARKETING OVERVIEW
  - ▶ Methodology
  - ▶ Target Market and Implementation
  - ▶ Go-to-Market Strategy
  - ▶ Process Timeline
  - ▶ Due Diligence & Completed Marketing Tools
  - ▶ Financial Commitment to Marketing Plan
  
- IV. LISTING TERMS
  
- V. ADDENDUMS

# Listing Team



## Christopher L. Kirwin, AACI, Broker

### 23+ years brokerage & appraisals in Southwestern Ontario

Since Chris began selling real estate in 1989; he achieved the Real Estate Broker's (1992), the CRA designation (1993), a St. Francis Xavier University diploma in Real Property Appraisal and Assessment (1996), and the A.A.C.I. (1997). Chris is the Past Chairman of the local chapter of the Appraisal Institute of Canada. Chris was the 1994 Rotary Service Club International representative in Finland where he lectured on various real estate and appraisal practices in North America.

Chris has in-depth knowledge and a solid background in commercial and industrial real estate. Chris has extensive experience appraising, investing, leasing, and selling commercial and industrial real estate throughout Southwestern Ontario. In addition to appraising and selling real estate, Chris is a highly sought expert witness for assessment appeals, expropriation and many other litigious real estate matters. i.e. Walkerton water crisis and it's affect on property values.



### AFFILIATIONS

AIC - Appraisal Institute of Canada; OREA - Ontario Real Estate Association; IRWA International Right of Way Association.

### Recent Transactions

Active \$1.5M – Retail Redevelopment - Ingersoll  
Active \$1.4M – Retail Land - Dorchester  
Active \$3.4M – Retail Building – London  
Sold \$4M - 19,000sq.ft. – G4S - London  
Sold \$2.5M - 20,000 sq. ft. retail - London  
Sold \$1.7M – 30,000 sq. ft. retail – London

Active Retail Lease - 200,000 sq. ft. – Crossroads Centre  
Active Retail Lease – 10,000 sq. ft. - London  
Leased - 5,400 sq. ft. – Panda Japanese Restaurant  
Leased - 34,000 sq. ft. -3M – London  
Leased - 10,000 sq. ft. – Factory Direct - London  
Leased - 10,000 sq. ft. – Goodwill Industries – St Thomas

# Listing Team



## Justin Pompilii, Sales Representative

4+ years in commercial real estate in Southwestern Ontario

Justin began selling real estate in 2007. He is a graduate of the University of Western Ontario with a Bachelor of Arts in Political Science and Urban Development.

As a Sales Representative for Colliers International, Justin has experience in marketing properties for residential, commercial, office and industrial development throughout Southwestern and Southern Ontario. Justin also focuses in commercial and industrial leasing.

Justin has in-depth knowledge in market and economic development analysis and can apply his understanding of and experience in land use planning to commercial real estate.

### AFFILIATIONS

Member of the London St Thomas Association of Realtors (LSTAR), Real Estate Council of Ontario (RECO) & the Ontario Real Estate Association (OREA)

### RECENT LAND TRANSACTIONS

5976 Egremont Drive, Middlesex Centre – 58.12 Acre Hobby Farm

### CURRENT LAND LISTINGS

591 & 600 Liverpool Road, Pickering – Approximately 10 Acres of Land for Associated Marina Uses/Future Development  
1577 & 1687 Wilton Grove Road, London – 117.27 Acres of Potential Light Industrial Land  
13073 Twelve Mile Road, Middlesex Centre – 109.73 Acre Residential/Cut-Your-Own Christmas Tree Farm  
21689 Fairview Road , Thorndale – 37.77 Acres of Residential Development Land  
Dingman Drive Property, London - 33.55 Acres of General Industrial Land  
391 George Street/East Road Property, Port Stanley – 60 and 6.7 Acres of Residential Development Land  
2006 Wharnccliffe Road S., London – 4.8 Acres of Commercial Development Land  
Church Side Road Properties – Georgian Bluffs – 43.3 Acres of Potential Residential Land  
401411 Grey Road 4, West Grey – 47.38 Acre Hobby Farm  
402804 Grey Road 4, West Grey – 70.09 Acre Hobby Farm



# Team Roles and Responsibilities

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## **Chris Kirwin – Broker of Record & Justin Pompili – Sales Representative**

- Correspondence and dissemination of listing information to managers regionally and nationally
- Fully engage all office teams
- Marketing strategy
- Ensuring all Colliers resources needed for the success of the project are available and used appropriately
- Points of contact
- Establish pricing/value/liquidity
- Disposition strategy
- Property tours
- Contract negotiation, risk mitigation, tenant pre-qualification

## **Katie Wilhelm – Project Coordinator**

- Marketing coordination & support

# Property Profile & Market Evaluation

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**LT 6 CON A SYDENHAM EXCEPT SY538**

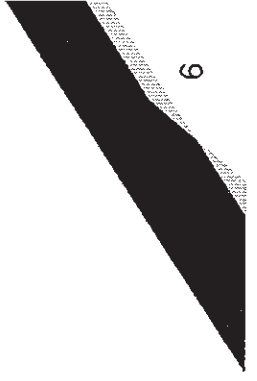
Site Area: 102.42 acres

Property Shape: Rectangular

Official Plan: Rural

Zoning: Rural & Environmental Protection

Taxes: N/A



# MPAC INFORMATION



Property Address	370504 CONCESSION B
Roll Number	4210510004028000000
Legal Description	CON A LOT 8 C BF W PT LOT 8
Property Code & Description	281 - Land Owned By A Non-Farmer Improved With A Non-Farm Residence With A Portion Being Farmed
Assessed Value*	\$ 581,000
2012 Taxation Year Phased-In Assessment*	\$ 581,000
Year Built	1860 1878
Frontage	-
Depth	-
Site Area	125.00 A
Last Sale Date	1990/10
Last Sale Amount	\$ 1,100,000

# Direct Comparison Approach

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*Redacted.*





# Direct Comparison Approach

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# Marketing Overview – Program Implementation

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## **LOCAL PROGRAM**

Colliers has been involved in the business community for many years and we have established, through our consistent professionalism, a wide range of contacts. The Listing Team will be responsible for direct and systematic personal contact with local prospects who may have interest in the property. We will also depend on the assistance of cooperating brokers to ensure that the property is exposed to the widest range of prospects possible.

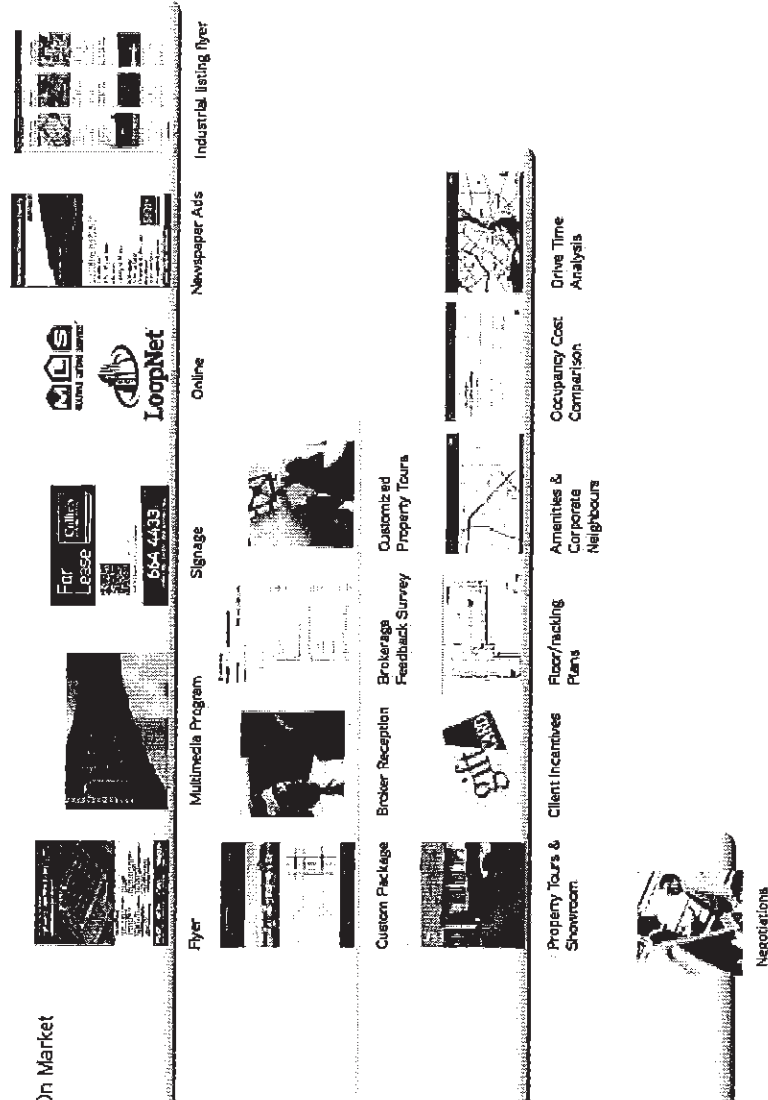
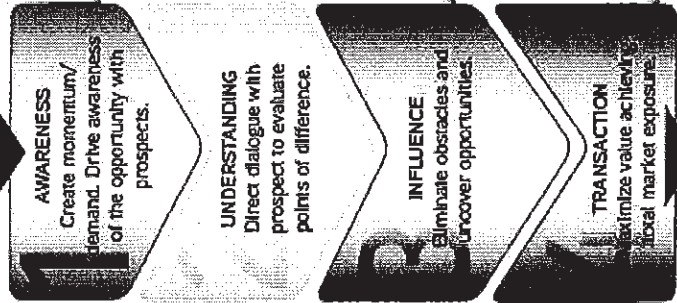
## **NATIONAL PROGRAM**

The national campaign will also form part of our marketing program as it is anticipated that a number of the firms on our prospect list will be nationally or internationally based. All firms on this list will be assigned for personal head office contact by a member of the Listing Team. The Listing Team has spent considerable time over recent years establishing personal contact with a wide variety of international firms. Our affiliated offices across North America will provide further valuable input on the current activities of these firms. As with any other market segment it is imperative that these prospects are approached in the proper manner.

# Go-to-Market Strategy



Create Velocity And Decrease The Time On Market



Proven Process and Experienced Team To Maximize Value

# Process Timeline

## PHASE 1: "Awareness" Campaign

**WEEK 1**

- Project Initiation
- Collection of Information & Materials
- Execution of Listing Agreement
- Telephone Canvassing

## PHASE 2 : "Understanding" Campaign

**WEEK 2**

- Create marketing materials
- Contact primary Target Market & Brokerage Community
- Create Information Package
- HTML email blast
- CORE database
- Signage
- Telephone Canvassing
- London EDO
- Colliers Multi-Property mailer

## PHASE 3: "Influence" Campaign

**WEEK 3-12**

- Property Tours commence
- Telephone canvassing

## NEGOTIATIONS & TENANT/PURCHASER DUE DILIGENCE

**WEEK 10-15**

- Commence Negotiations
- Consensus of preferred purchaser
- email blast
- Colliers Multi-Property mailer
- Telephone Canvassing

**WEEK 15 - 20**

- Preferred purchaser negotiations
- Telephone Canvassing

**WEEK 20 - 23**

- Finalize Offer

**WEEK 24 - 28**

- Closing
- HTML deal announcement
- Signage Sold/Leased banner

Red items denote strategic steps within the disposition process  
Blue items denote marketing tools and their sequence in the disposition process

# Marketing Tools

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**SIGNAGE:** Large customized Colliers International "Available For Sale/Lease" sign(s) will be placed on the properties at strategic locations.

**HTML EMAIL:** HTML of the site and the site-specific information will be created and sent to all London, St. Thomas and area brokers.

**INFORMATION PACKAGE:** A package designed specifically for qualified prospects containing all pertinent facts (i.e. summary of site characteristics, location map, aerial photograph, zoning, servicing drawing, legal survey)

**TELEPHONE CANVASSING:** Potential prospects in the target market will be regularly contacted directly by the Listing Team to further enhance activity.

**LONDON, ST. THOMAS, WOODSTOCK, KITCHENER, TORONTO - MULTIPLE LISTING SERVICE (MLS):** The MLS will be implemented immediately to access all co-operating brokers that are members of LSTAR.

**E-MAIL BROADCAST:** Sent internationally to all Colliers' affiliates worldwide.

**ECONOMIC DEVELOPMENT:** Liaise with the Economic Development Offices of the Municipality and the Province of Ontario.

**INTERNET EXPOSURE:** Colliers will advertise this new listing on the Colliers website. Our web site was recognized as the top web site within the real estate industry with over 100,000 hits per month.

**BROKERS SALES MEETINGS:** The Listing Team will offer to attend cooperating brokers sales meeting to introduce and promote the opportunity.

**LOOPNET EXPOSURE:** Worldwide coverage provided through an Internet based service viewed by the brokerage community and the general public.

**NEWSPAPER MARKETING:** We will be placing detailed advertising in the local newspaper(s) as well as the Globe & Mail.

# Fee Structure and Terms

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**RECOMMENDED ASKING RATE** [REDACTED]

**REPORTING** Colliers will provide monthly written reports, up to the minute status reports, and regularly scheduled listing update conference calls

**LISTING TERM** Nine [9] months with mutual option to extend if required

**MARKETING COSTS** Borne by Colliers

**SALE COMMISSION** Due only upon successful completion of the sale  
5% + HST the purchase price secured by any member of Colliers Listing Team

Due only upon successful completion of the sale  
2% + HST of the purchase price secured by cooperating broker or other Colliers agents

**COOPERATION** Full cooperation – to registered and approved buyers

**LISTING CONTRACT** Colliers will utilize the listing forms already familiar and approved by Seller's solicitor.



# Thank you

Colliers International London Ontario  
101-254 Pall Mall Street  
London ON N6A 5P6

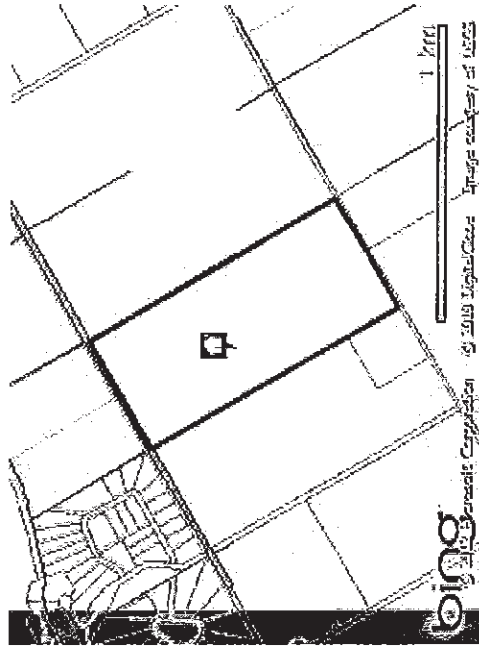
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# ADDENDUM – Property Report

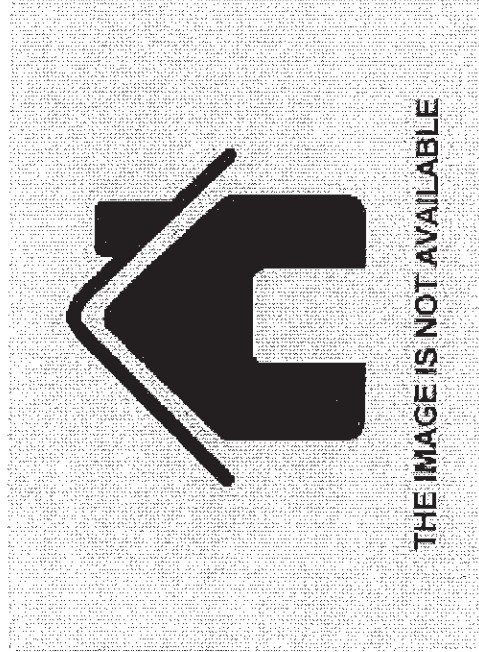
**Property Details - PID: 370980150**

Address	N/A	LRO	16	Land Registry Status	ACTIVE
Municipality	N/A	Area	414,499 m <sup>2</sup>	Perimeter	2,794 m
Registration Type	LT	LT 6 CON A SYDENHAM EXCEPT SY538; MEA FORD			
Short Description					

**Aerial View of Property**



**Street View**



**Assessment Information**

2012 TAX YEAR, PHASED IN ASSESSMENT	2012 TAX YEAR, PHASED IN ASSESSMENT	ASSESSED VALUE BASED ON JAN 1, 2008	ASSESSED VALUE BASED ON JAN 1, 2008	DEPTH (F)	DEPTH (F)	FRONTAGE (F)	FRONTAGE (F)	PROPERTY TYPE	PROPERTY TYPE
421051000402600	421051000402600	\$561,000	\$561,000	0.00	0.00	0.00	0.00	261 Land owned by a non-farmer improved with a non-farm residence with a portion being farmed	261 Land owned by a non-farmer improved with a non-farm residence with a portion being farmed



# ADDENDUM – Official Plan (Rural)

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## B2.3.3 Permitted Uses:

- a) agricultural uses;
- b) single detached dwellings;
- c) bed and breakfast establishments subject to the policies of Section B2.1.4.5 of this Plan;
- d) home occupations, and home industries subject to the provisions of Section B2.1.4.6 of this Plan;
- e) accessory residential uses on farm properties subject to Section B2.1.4.4 of this Plan;
- f) veterinary clinics;

# ADDENDUM – Official Plan (Rural)

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- g) commercial dog kennels subject to Section B2.3.4.3 of this Plan;
- h) passive recreational uses, such as walking trails and nature interpretation centres on lands owned by a public authority;
- i) hobby farms subject to Section B2.3.4.5;
- j) institutional uses;
- k) forestry and resource management uses;
- l) cemeteries subject to Section B2.3.4.4 of this Plan;
- m) commercial uses on farm properties subject to Section B2.1.4.7 of this Plan;
- n) accommodation uses such as private campgrounds, rental cabin establishments and trailer parks subject to Section B2.3.4.6 of this Plan;

# ADDENDUM – Official Plan (Rural)

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- o) open air recreational uses such as golf courses, conservation clubs, cross country ski facilities and mountain bike facilities subject to Section B2.3.4.6 of this Plan;
- p) seasonal concert events subject to Section B2.3.4.7 of this Plan; and,
- q) wayside pits and quarries and portable asphalt plants for road works in the area.

# ADDENDUM – Zoning (Rural)



Note: Permitted uses marked under "RU"

Table 8.1 – Agricultural, Rural, Recreational and Other Zone Use Permissions

	PERMITTED USE	A	SA	RU	D	EP	EP-W	HAR	I	MAR	MR	OS
1	Agricultural Use, Intensive	X	X	X	X(6)	X(1)	X(1)(5)			X		
2	Agricultural Use, Specialized	X	X	X	X					X		
3	Bed and Breakfast Establishment	X	X	X	X(2)	X(7)						
4	Campground										X	
5	Cemetery								X			
6	Community Centre								X			X
7	Conservation Use	X	X	X	X	X(5)	X(5)	X	X	X	X	X
8	Cross Country Ski Facility										X	
9	Custom Workshop (4)	X	X	X	X(2)	X(7)						
10	Dwelling, Single Detached	X	X	X	X(2)	X(8)					X	
11	Equestrian Facility	X	X	X								
12	Farm Produce Outlet	X	X	X								

# ADDENDUM -- Zoning (Rural)

	PERMITTED USE	A	SA	RU	D	EP	EP-W	HAR	I	NAR	MR	OS
13	Forestry Use	X	X	X						X	X	X
14	Golf Course									X	X	
15	Golf Driving Range										X	
16	Home Industry (3)	X	X	X								
17	Home Occupation (4)	X	X	X	X(2)	X(7)						
18	Hospital								X			
19	Library								X			
20	Long Term Care Facility								X			
21	Mineral Aggregate Operation								X	X		
22	Museum											
23	Mountain Bike Facility								X		X	
24	Nursery	X	X	X						X		
25	Nursing Home								X			
26	Park, Private											X
27	Park, Public					X(5)	X(5)		X			X
28	Place of Worship								X			
29	Private Club			X								
30	Private Home Daycare	X	X	X	X(2)	X(7)						
31	Public Works Yard								X			
32	Recreational Equipment Sales and Service Establishment										X	
33	Residential Care Facility A	X	X	X								
34	Retirement Home								X			
35	Saw and/or Planing Mill			X								
36	School, Public								X			
37	Tourist Establishment										X	
38	Trailer Park										X	
39	Veterinary Clinic			X								
40	Woodchipping Establishment			X								
41	Legally existing uses as of September 21, 2009				X			X				

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Welcome Justin  
 840 OF 8400 REPORTS VIEWED  
[BACK TO LAST SEARCH RESULTS](#)

SEARCH BY: **ADDRESS** | ADDRESS RANGE | NAME | PIN | INSTRUMENT/PLAN | LOT & CONCESSION

POSTAL CODE/MUNICIPALITY/LRO/PROVINCE | STREET # | STREET NAME | SUITE #

GREY (117) | Z1302 | Woodbine | Search

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Neighbourhood Sales | Demographics | Plan List By PIN | Cospe Report:

N/A  
ANNAN | PIN: 370870224  
Search By Block | Enhanced Report | GeoWarehouse Store

Land Registry Information - PIN: 370970224

Print | Parcel Register

Address: N/A  
Municipality: ANNAN | LRO: 16 Area | 358,425 m2  
Land Registry Status: INACTIVE | Registration Types: LT | Parcels: 3,057 m  
Description: LT 13 CON A SYDENHAM EXCEPT PT 1 15A2715, PT 1 15A2804, & PT 1-9 15A4651 HEARFORD  
Party To: CONNELLY, KERRY LOUISE

Assessment Information

Assessment Roll Number: 411051000406209 | Assessment Reports

2011 Tax Year, Planned In Assessment: \$227,000 | Depth: 0.00 F | Frontage: 0.00 F  
Assessed Value based on January 1, 2006: \$127,000 | Property Types: 211 Farm with residence - with commercial/industrial operation

Sales History Information

DATE	TYPE	AMOUNT
09/16/2012	T	31
PARTY TO:	CONNELLY, KERRY LOUISE   MCVEIL, COLIN HAKISHU	
09/20/2010	T	\$134,000
PARTY TO:	CONNELLY, KERRY LOUISE	

MAP VIEW | STREET VIEW | Aerial Photo

2D | Road | Aerial | Labels | Layers

Ownership |  Search Result |  Subject Property |  Subject Property  
 Plan |  Subject ARN |  Neighbourhood Sale