



Colliers
INTERNATIONAL

Listing Marketing Proposal

LT 6 CON BROKEN FRONT SYDENHAM;
MEAFORD

Prepared for:

Ms. Wendy Santoro
Deloitte

Accelerating success •

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.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 Pompili, 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

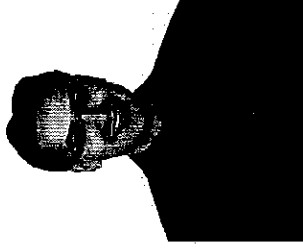
Member of the London St Thomas Association of Realtors (LSTAR), Real Estate Council of Ontario (RECO) & the Ontario Real Estate Association (OREA)

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 Wharnclyffe 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



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



LT 6 CON BROKEN FRONT SYDENHAM; MEAFORD

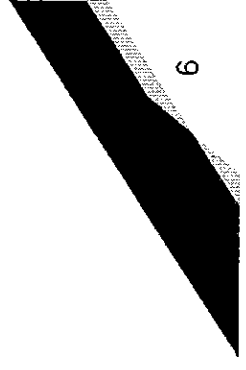
Site Area: 44.91 Acres

Property Shape: Irregular

Official Plan: Shoreline, Environmental Protection and Rural

Zoning: Development (Holding Provision (H1)), Environmental Protection and Rural (H1)

Taxes: N/A



MPAC INFORMATION



Property Address	-
Roll Number	4210510004026010000
Legal Description	CON B F E PT LOT 6
Property Code & Description	260 - Vacant Residential/Commercial/ Industrial Land Owned By A Non-Farmer With A Portion Being Farmed
Assessed Value*	\$ 301,000
2012 Taxation Year Phased-In Assessment*	\$ 301,000
Year Built	-
Frontage	-
Depth	-
Site Area	25.00 A
Last Sale Date	1989/05
Last Sale Amount	\$ 41,666



MPAC INFORMATION



Property Address 370504 CONCESSION B
Roll Number 4210510004026000000
Legal Description CON A LOT 6 C BF W PT LOT 6
Property Code & Description 261 - Land Owned By A Non-Farmer Improved With A Non-Farm Residence
With A Portion Being Farmed
Assessed Value* \$ 561,000
2012 Taxation Year Phased-In Assessment* \$ 561,000
Year Built 1860
1978
Frontage -
Depth -
Site Area 125.00 A
Last Sale Date 1990/10
Last Sale Amount \$ 1,100,000

* NOTE: Assessed Value in this report is based on a January 1, 2008 Valuation Date and reflects the value returned to the municipality on the 2011 Assessment Roll for the 2012 taxation year. For more information regarding Assessment Updates visit www.mpac.ca and click on "About MPAC".



Direct Comparison Approach

~~REDACTED~~

~~REDACTED~~

Redacted.

Direct Comparison Approach



Redacted

Direct Comparison Approach



Redacted.



Marketing Overview – Program Implementation



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.

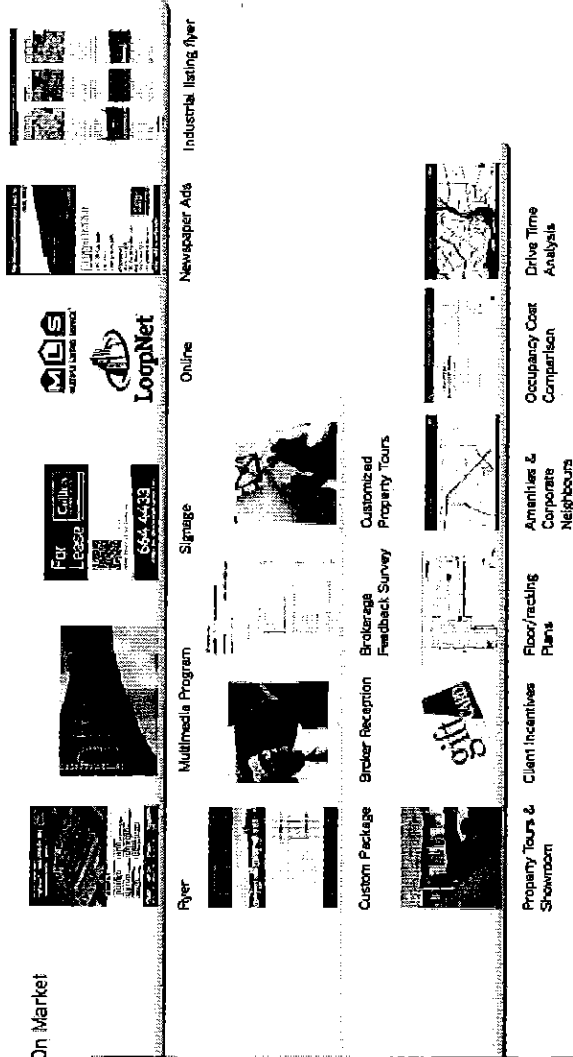
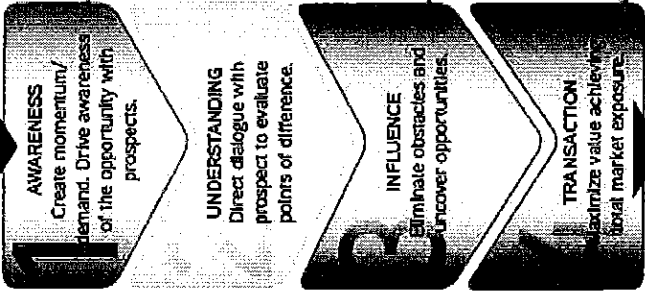
NATIONAL PROGRAM

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

Negotiations

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



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



RECOMMENDED ASKING RATE



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

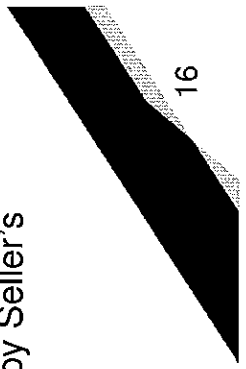
MARKETING COSTS Borne by Colliers

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

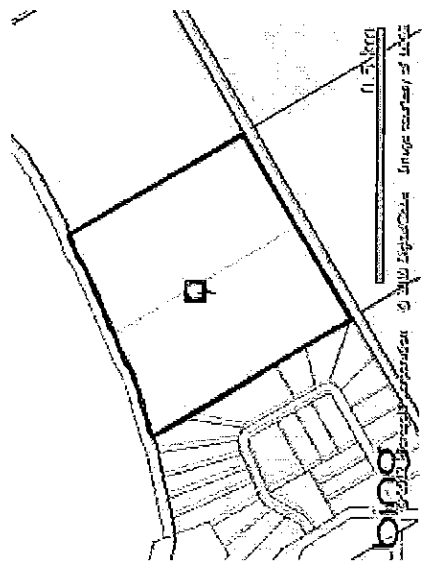
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ADDENDUM – Property Report

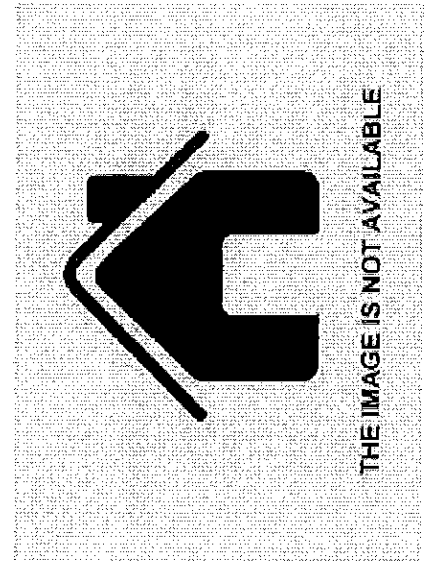
Property Details - PIN: 370980125

Address	N/A	LKO	16	Land Registry Status	ACTIVE
Municipality	N/A	Area	181,738 m2	Perimeter	1,721 m
Registration Type	LT	LT 6 CON BROKEN FRONT SYDENHAM; MEAFORD			
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
421051000-402600	\$561,000	\$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
421051000-402601	\$301,000	\$301,000	\$301,000	0.00	0.00	0.00	0.00	260 Vacant residential/commercial/ industrial land owned by a non-farmer with a portion being farmed	260 Vacant residential/commercial/ industrial land owned by a non-farmer with a portion being farmed

ADDENDUM – Official Plan (Shoreline)



B2.4.3 Permitted Uses

Permitted uses in the *Shoreline designation include single detached dwellings*, small scale convenience commercial uses, personal service establishments, bed and breakfasts and home occupations as well as public and private neighbourhood parks and beaches.

ADDENDUM – Official Plan (Environmental Protection)

B 3.1.3 Permitted Uses

Permitted uses on lands designated *Environmental Protection* are *limited* to conservation and passive recreational uses.

For the purposes of this section, a golf course or similar land use is not a passive recreational use. No buildings or structures are permitted nor is any site alteration permitted in this designation.

Nothing in this section is intended to limit the ability of agricultural uses to continue on lands that are designated *Environmental Protection*.

ADDENDUM – Official Plan (Rural)



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)



- 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;

ADDENDUM – Official Plan (Rural)



- n) accommodation uses such as private campgrounds, rental cabin establishments and trailer parks subject to Section B2.3.4.6 of this Plan;
- 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 (Holding Provision 1)



2.6.2.1 Holding Provision (H1) – Public and Private Streets:

The Holding (H1) provision applying to lots on private streets or public streets which have not been assumed by by-law for year round maintenance purposes by the Municipality may be lifted once an appropriate site plan agreement has been entered into pursuant to Section D2.5.2 (Conditions Under Which Holding Provision Will be Removed) of the Official Plan.

The Holding Provision shall not apply to the issuance of a building permit for:

- a) An accessory building or structure;
- b) A boathouse, dock or shoreline structure;
- c) A deck;
- d) Interior renovations; and,
- e) Exterior renovations that do not expand the floor area of an existing dwelling.

ADDENDUM – Zoning (Development, Rural & EP)

Note: Permitted uses marked under “RU”, “D” and “EP”

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	Gross 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 (Development, Rural & EP)

	PERMITTED USE	A	SA	RU	D	EP	EP-W	HAR	I	MAR	MR	OS
13	Forestry Use	X	X	X						X	X	X
14	Golf Course										X	
15	Golf Driving Range										X	
16	Home Industry (3)	X	X	X								
17	Home Occupation (4)	X	X	X	X(2)	X(T)						
18	Hospital								X			
19	Library								X			
20	Long Term Care Facility								X			
21	Mineral Aggregate Operation									X		
22	Museum								X			
23	Mountain Bike Facility										X	
24	Nursery	X	X	X					X	X		
25	Nursing Home											
26	Park, Private											X
27	Park, Public								X			X
28	Place of Worship					X(S)	X(S)		X			
29	Private Club			X					X			
30	Private Home Daycare	X	X	X	X(2)	X(T)						
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