



Colliers  
INTERNATIONAL

# Listing Marketing Proposal

PT LT 5 CON BROKEN FRONT SYDENHAM AS IN R267818;  
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 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

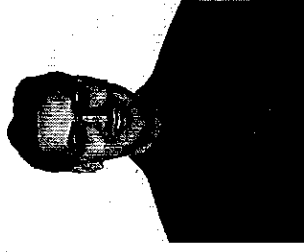
Member of the London St Thomas Association of Realtors (LSTAR), Real Estate Council of Ontario (RECO) & the Ontario Real Estate Association (OREA)

### 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 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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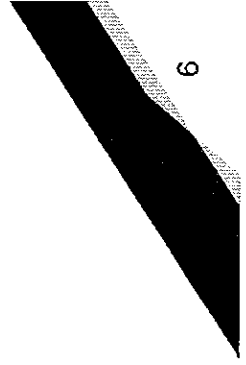
7056 PACK ROAD, 7086 PACK ROAD & CON WTR PT LT 76

Site Area: 36.75 Acres (Combined)

Property Shape: Irregular

Zoning: Agricultural 1, Agricultural Commercial 2 and Open Space 4

Taxes: N/A



# MPAC INFORMATION



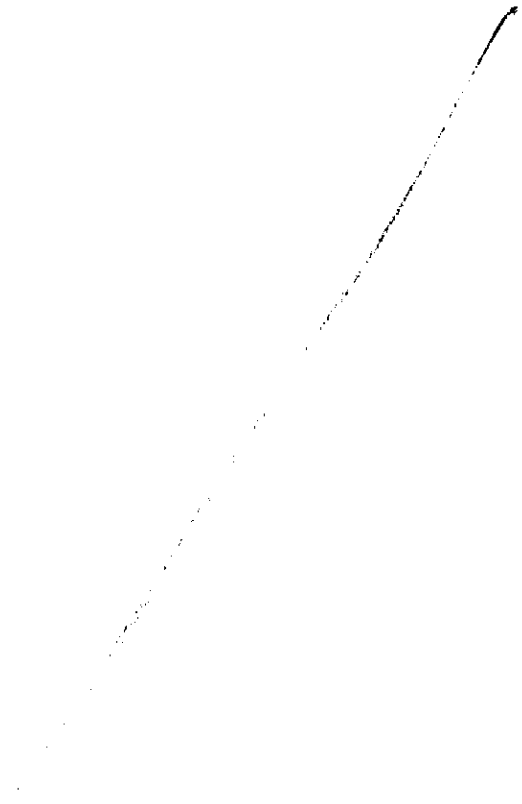
Property Address	423020 HARBOUR DR
Roll Number	4210510004011000000
Legal Description	CON BF PT LOT 5
Property Code & Description	261 - Land Owned By A Non-Farmer Improved With A Non-Farm   With A Portion Being Farmed
Assessed Value*	\$ 661,000
2012 Taxation Year Phased-In Assessment*	\$ 661,000
Year Built	1959
Frontage	-
Depth	-
Site Area	44.00 A
Last Sale Date	1995/08
Last Sale Amount	\$ 1



# ADDENDUM - Direct Comparison Approach

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*Redacted.*







# ADDENDUM - Direct Comparison Approach

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*Redacted.*



# ADDENDUM - Direct Comparison Approach

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*Redacted.*

# 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.

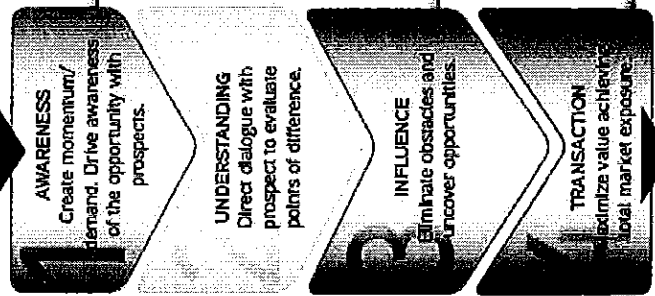
## **NATIONAL PROGRAM**

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.

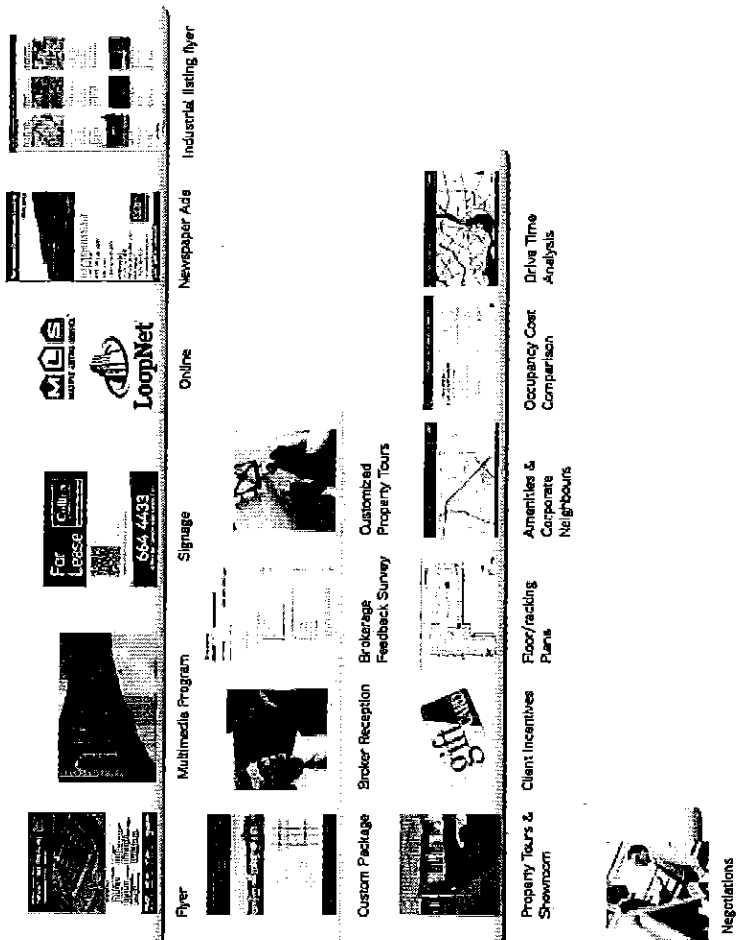
# Go-to-Market Strategy



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**



**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

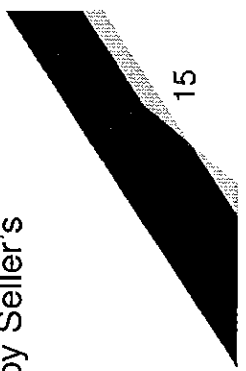
**MARKETING COSTS** Borne by Colliers

**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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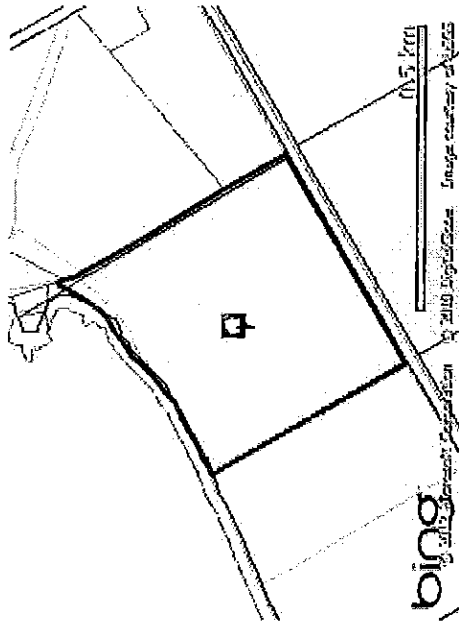


# ADDENDUM – Property Report

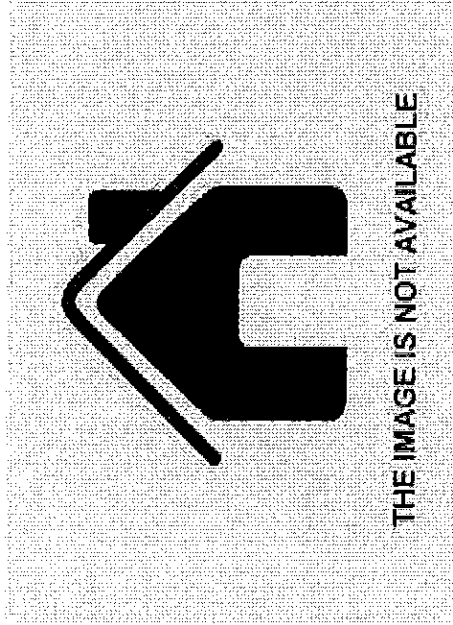
**Property Details - PIN: 370980128**

Address	N/A	LRO	16	Land Registry Status	ACTIVE
Municipality	N/A	Area	174,420 m <sup>2</sup>	Perimeter	1,742 m
Registration Type	LT	PT LT 5 CON BROKEN FRONT SYDENHAM AS IN R267818 S/T R267818; 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
421051000401100	\$661,000	\$661,000	\$661,000	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

# ADDENDUM – Official Plan (Shoreline)

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## 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)**

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### **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)

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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;

## **ADDENDUM – Official Plan (Rural)**

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- 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)**

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### **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 B.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 (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
28	Place of Worship					X(S)	X(S)		X			
29	Private Club								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											
38	Trailer Park										X	
39	Veterinary Clinic			X							X	
40	Woodchipping Establishment			X								
41	Legally existing uses as of September 21, 2009				X							X