

Listing Marketing Proposal

PT E PT LOT 21 & PT LOR 22 CONCESSION 6 GEORGIA,

PARTS 1 TO 4 65R895 & PT 1 65R634 EXCEPT PT 1

65R33359, GE9631 TOWN OF GEORGINA

Prepared for :

Ms. Wendy Santoro
Deloitte

Accelerating success •

Georgina, 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

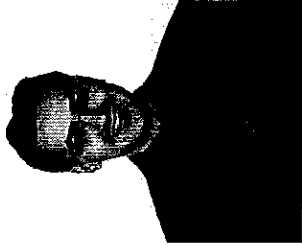
Member of the London St Thomas Association of Realtors (LSTAR), Real Estate Council of Ontario (RECO) & the Ontario Real Estate Association (OREA)

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



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

Sales Representative from the Georgina Area

- Will be available for showings and receive a referral fee from the Listing Brokerage

Katie Wilhelm – Project Coordinator

- Marketing coordination & support

Property Profile & Market Evaluation



PT E PT LOT 21 & PT LOR 22 CONCESSION 6 GEORGIA, PARTS 1 TO 4
65R895 & PT 1 65R634 EXCEPT PT 1 65R33359, GE9631

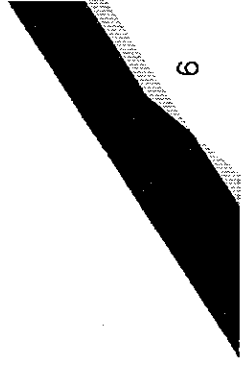
Site Area: 10.98 Acres

Property Shape: Irregular

Official Plan: Residential

Zoning: Rural

Taxes: N/A



MPAC INFORMATION



Property Address	30237 HIGHWAY 48
Roll Number	1970000060805000000
Legal Description	CON 6 PT LOTS 21 AND 22 RP 65R634 PART 1 RP 65R895 PARTS 1 2 3 AND 4
Property Code & Description	313 - Single Family Detached On Water
Assessed Value*	\$ 939,000
2012 Taxation Year Phased-In Assessment*	\$ 939,000
Year Built	1887 1992
Frontage	-
Depth	-
Site Area	154.30 A
Last Sale Date	1990/10
Last Sale Amount	\$ 1,150,000

Direct Comparison Approach



Redactors

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.

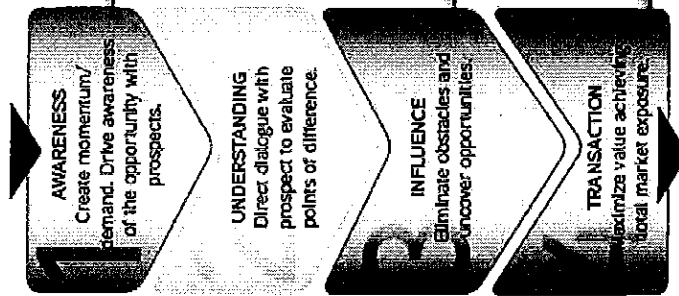
NATIONAL PROGRAM

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



Flyer	Multimedia Program	Signage	Online	Newspaper Ads	Industrial Listing Flyer
Custom Package	Broker Reception	Brokerage Feedback Survey	Customized Property Tours	Occupancy Cost Comparison	Drive Time Analysis
Property Tours & Showroom	Client Incentives	Floor/racling Plans	Amenities & Corporate Neighbours	Negotiations	

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



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



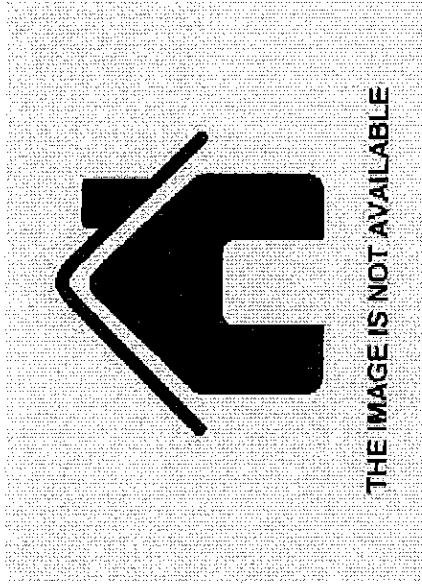
Property Details - PIN: 035380802

Address	N/A	LRO	65	Land Registry Status	ACTIVE
Municipality	N/A	Area	44,458 m ²	Perimeter	849 m
Registration Type	LT	PT E PT LOT 21 & PT LOT 22 CONCESSION 6 GEORGINA, PARTS 1 TO 4 65R695 & PT 1 65R634 EXCEPT PT 1 65R63...			

Aerial View of Property



Street View



Assessment Information

Not Available for this Property

Sales History

DATE	TYPE	AMOUNT
10/31/1990	T	\$1,150,000

ADDENDUM – Pefferlaw Secondary Plan – Amendment No. 70 to the Town of Georgina’s Official Plan (Residential)



(b) Policies

- (i) In “RESIDENTIAL” areas the predominate use of land will be for single family residential dwellings. Other forms of residential housing such as a semi-detached dwelling and an apartment accessory to a single family dwelling may be permitted subject to the applicable policies of this Plan, the provisions of the Zoning By-law of the Town of Georgina, and the guidelines and policies of the Ministry of Environment and Energy and the Regional Municipality of York.
- (ii) Residential development within the Pefferlaw community area shall generally be low density in nature. Notwithstanding Section 6.3.1.5 (e), medium density and multi-unit residential development may be permitted in accordance with policies contained in Section 5.2.1.3 of this Plan. Medium density development, however, shall generally be directed and encouraged to locate in areas of the municipality possessing full municipal water and sewage services.

ADDENDUM – Zoning (Rural)



28.1 PERMITTED RESIDENTIAL USES

(500-2007-0017) - dwelling legally existing prior to September 10, 2008.

-single family dwelling

(500-2004-0013) - temporary accommodations for seasonal farm workers

28.2 PERMITTED NON-RESIDENTIAL USES

-aerodrome (private)

-agricultural/aquacultural, conservation or forestry use, excluding mushroom farms and Adventure Games provided that such forestry or agricultural use does not include any recreational or athletic activity for which a membership or admission fee or donation is received or solicited or for which a fee is charged for participation in the activity

- bed and breakfast residence

ADDENDUM – Zoning (Rural)



- clinic, veterinary (animal hospital)
- day care, private home
- day nursery within a church
- farm produce storage area
- home industry
- home occupation
- kennel
- tourist information centre
- accessory buildings, structures and uses to any permitted use