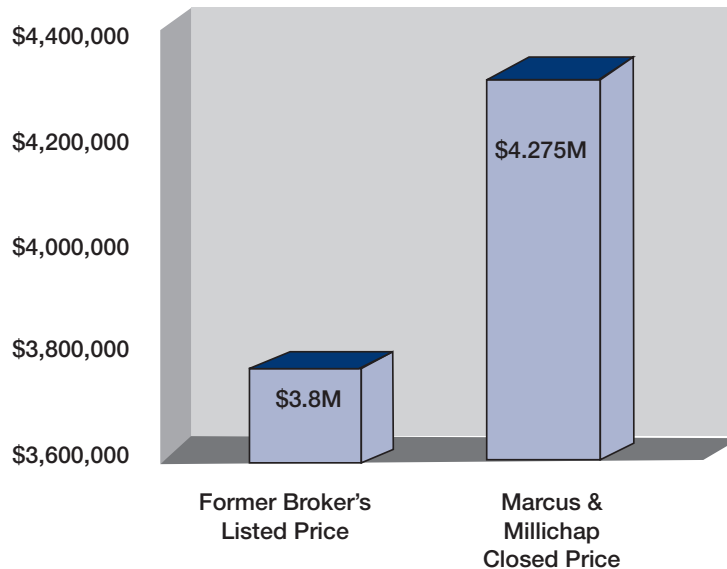


MARCUS & MILLICHAP NETWORK YIELDS \$475,000 PRICE PREMIUM



How valuable is a national network of apartment specialists who share information and utilize a real-time network? Just ask the owner of this 121-unit apartment property in Florida.

For six months this property was listed with another national brokerage firm for \$3.8 million. However, no national interest and little local activity was generated.

Things changed quickly when the owner decided to list the property with one of our apartment specialists in Tampa.

First, our agent completed a detailed analysis of the

property and market and discovered rental upside that had not been promoted. Next he prepared marketing materials to promote the property with the new information. He then implemented a marketing plan to generate activity throughout the country through our sales force of more than 550 investment brokers.

Within 60 days more than 30 on-site showings were completed and 10 offers were received. The resulting competition created a strong negotiating position for the seller and drove the price to \$4,275,000. The ultimate purchaser was an exchange buyer from Colorado.

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Market Makers for the Nation's Multi Housing Industry