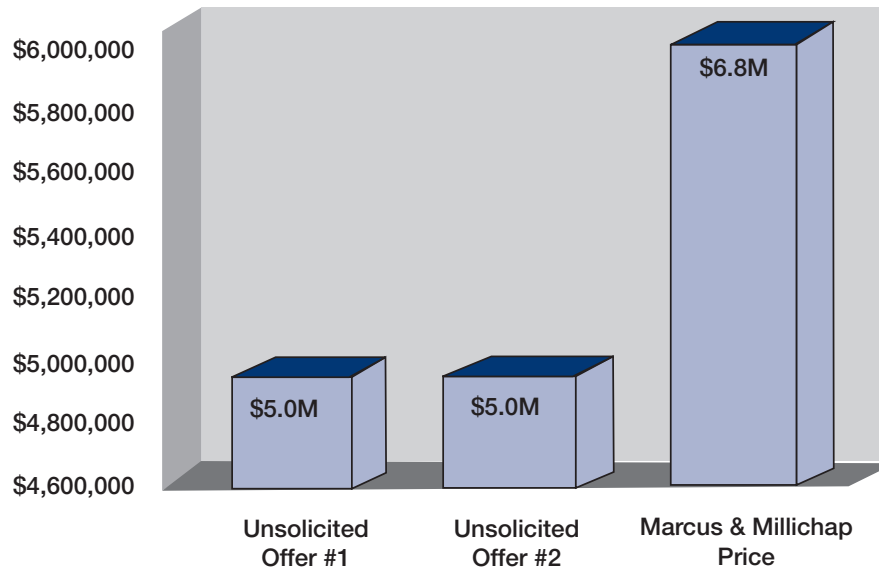


NATIONAL MARKETING YIELDS \$800,000 PRICE PREMIUM



How valuable is an unsolicited offer? Generally, quite valuable to any buyer who can convince an owner to accept one before a property is effectively marketed to a broad base of local and national investors.

Take the example of this 230-unit apartment property in Oxford, Ohio. Twice, buyers who were willing to pay a maximum of \$5 million for the asset approached the owner. Each was quick to point out how motivated they were by their direct contact and each emphasized the amount of commission the seller would save by not hiring a broker.

However, our apartment specialist from Indianapolis convinced the owner of the value of carefully prepared marketing materials and a well executed campaign to create a national market.

Within a few weeks of entering the property in the Marcus & Millichap listing system, six offers were generated from five of the firm's offices, including the successful offer from an agent in Tampa.

As a result of this competition, the ultimate buyer raised his offer twice during the negotiation process and finally agreed to purchase the property at the full listed price.

Linwood C. Thompson, National Director
National Multi Housing Group
(602) 952-9669
lthompson@marcusmillichap.com

Market Makers for the Nation's Multi Housing Industry