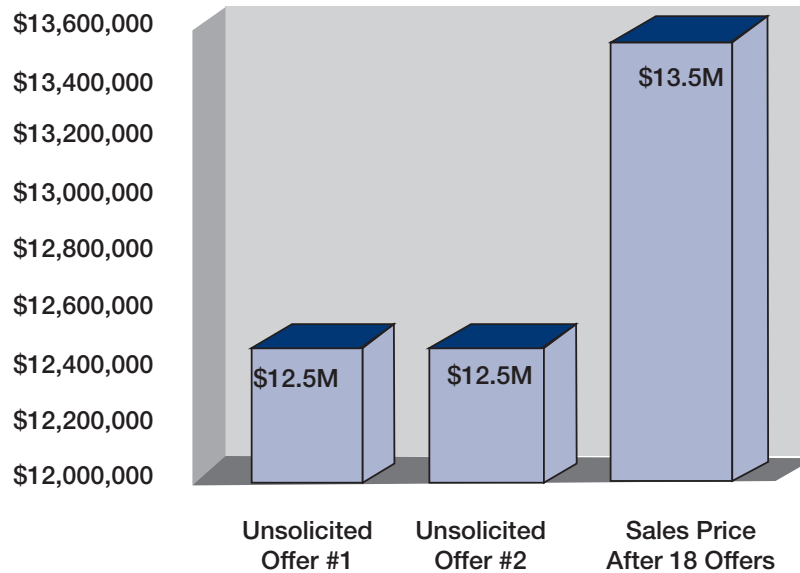


## MARCUS & MILLICHAP COMPETITION YIELDS \$1 MILLION PRICE PREMIUM



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 334-unit apartment property in Rialto, CA. Twice, buyers who were willing to pay a maximum of \$12,500,000 for the asset approached the owner.

Then one of our apartment specialists from Ontario, CA convinced the owner that Marcus & Millichap's network of 250 apartment specialists,

market research and experience could *make a market* and would increase the seller's net proceeds.

A vigorous marketing plan was developed, marketing materials were carefully prepared and distributed to each of the firm's agents, and the marketing power of the firm was engaged.

Within a few weeks, the firm's agents generated 18 offers. This competition placed the seller in a position of strength during negotiations and harnessed market forces to his advantage. The result was a quick and smooth closing at a record setting price.

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*Market Makers for the Nation's Multi Housing Industry*