

MARKETING RESOURCES

Below are the resources available to our team that we use to promote your property to the market:

INTERNET MARKETING

- Loopnet.com
- Costar.com
- Crexi.com
- Cityfeet.com
- 42floors.com
- biproxi.com
- brevitass.com
- harkencre.com
- ldcre.com
- officespace.com
- quantumlisting.com
- realconnex.com
- realnex.com
- realtyzapp.com
- rofo.com
- spacelist.ca
- thebrokerlist.com
- Totalcommercial.com
- Millenia-partners.com
- Other Custom Websites

EMAIL MARKETING

- iContact Email Blast System
- Costar Email Campaign
- Power Broker Email Campaign
- Millenia Partners (PGC) Preferred Client Group

HARD MARKETING

- Deliverables - customized flyers, Offering Memorandums, postcards, presentations, etc.
- Mailers - postcards, information packages, and market information
- Property Signage
- News - exposure through Globe Street Crexi, Loopnet and Costar

DATABASE

- Retail Lease Trac database - over 3,000 restaurant and retail tenants active in the state of Florida
- 30,000 Millenia Partner Contact Database

MAPPING

- Google Earth Pro and Google Maps
- Formsimplicity.com - database of legal documents

BASICS

- Cold Calling
- Broker Events
- Networking
- Canvas-ing

ASSOCIATION/AFFILIATIONS

- CCIM (Certified Commercial Investment Member)
- NAIOP, the Commercial Real Estate Development Association
- International Council of Shopping Centers (ICSC)

ROAD MAP TO EXECUTION

14
DAYS

- Obtain property photos
- Create property flyer
- Install For Lease sign
- Design property postcard
- Populate online resources

180+
DAYS

- Cold calls
- Email blasts to brokers, owners, and tenants
- Mailers
- Networking
- ICSC

30
DAYS

- Generate offers
- Negotiate leases
- Letters of intent
- Lease preparation

30-60
DAYS

- Work with Property Management to explain any TI's
- Introduction of Tenant to Property Management
- Facilitate architect and Property Management
- Distribute drawings to Property Management

180+
DAYS

- Reach out to tenants 12 months out
- Meet with ownership to walk space and understand needs/concerns
- Provide timely feedback to Landlord and Tenant
- Facilitate a renewal before Tenant goes to market



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