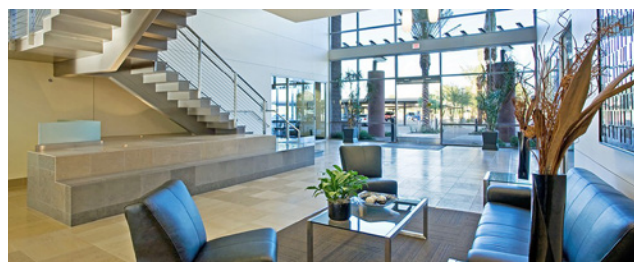


COTTON CORPORATE CENTER

4720 East Cotton Gin Loop, Phoenix, AZ

MARKETING PARTNERSHIP OUTLINE



COTTON CORPORATE CENTER

4720 East Cotton Gin Loop, Phoenix, AZ

JOKAKE // LEE & ASSOCIATES // ARCHITECT // DESIGNER

Today's tenants are looking for something unique to offer its employees as it relates to office space. Employers are having to compete for employees and employees want to work in a fun, unique environment.

Catch words being used: Creative, Collaborative, Huddle Room, Energy, Open Plan, Techy.

SUGGESTIONS:

- ◆ *Polished concrete at front door*
- ◆ *Bike racks - Art feature*
- ◆ *Enhanced landscaping - Uniform*
- ◆ *Location signage - Monument and building*
- ◆ *Electric car chargers - Green initiative*
- ◆ *Covered area for outdoor meetings*
- ◆ *Outdoor collaborative areas - Patio furniture*
- ◆ *Concrete ping pong table - Fun factor*
- ◆ *Spec suites on paper*
- ◆ *3 space plans - Multiple options*
- ◆ *Color/finish boards*
- ◆ *Building standards - Lights, HVAC*
- ◆ *Creative use for vault - Bike vault, quiet room*

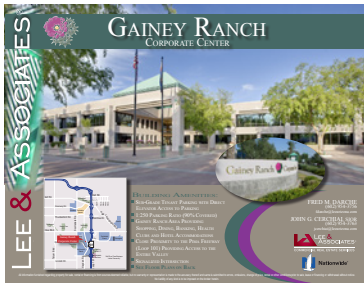
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DEVELOP // DISTRIBUTE // GET THE DEAL

Lee & Associates will use a number of outlets to promote Cotton Corporate Center, both electronic and hard copy. So often the initial "search" starts with the internet and its important to have as much quality information and material available online so we get a tour.

- ◆ Signage
- ◆ Brochures
- ◆ Building Photos
- ◆ Amenities Maps
- ◆ Fact Sheets
- ◆ Costar
- ◆ LoopNet
- ◆ eBlasts/Firedrum
- ◆ Mailers
- ◆ Canvassing
- ◆ Tours
- ◆ Follow-Up Calls



COTTON CORPORATE CENTER

4720 East Cotton Gin Loop, Phoenix, AZ

MARKETING OUTLETS

BROKERAGE COMMUNITY

CBRE



**CUSHMAN &
WAKEFIELD**



**Newmark Grubb
Knight Frank**



**km Kidder
Mathews**

COMMERCIAL REAL ESTATE SOLUTIONS



JLL



**LEE &
ASSOCIATES**

COMMERCIAL REAL ESTATE SERVICES



savills

Studley



cresa



KEYSER

relentless client champion



TRANSWESTERN

NAI Global

TARGET INDUSTRIES

SALES OFFICE

INSURANCE BROKERS

MORTGAGE AND TITLE

ENGINEERING

TECHNOLOGY

HEALTH CARE (ADMIN)

CONSTRUCTION CO.

LAW FIRM

STAFFING FIRM

FINANCIAL ADVISORS

LOGISTICS COMPANIES



Development
Services
of America.



**LEE &
ASSOCIATES**

COMMERCIAL REAL ESTATE SERVICES

COTTON CORPORATE CENTER

4720 East Cotton Gin Loop, Phoenix, AZ

FORMAL ANNOUNCEMENT PROCESS

- Announcement To Brokerage Community
- Eblast to Brokerage Community
- Target Industry Announcement Mailer
- CoStar Announcement

FINALIZE PROPOSAL TEMPLATE

INSTALL LEASING SIGNAGE

MEDIA/PR

- Press Releases
- Community Relations

CUSTOM HARD COPY BROCHURE

- Property/Building Info
- Photos/Floor Plans
- Amenities Map

MONTHLY TEAM STRATEGY REVIEW & UPDATE

- Surrounding Market Activity
- Current Comps

BROKER TOURS

- Give Incentive
- Tour Individual Brokers to Reintroduce Building

BROKER MARKETING

- E-blast to Entire Brokerage Community - 400+
- Presentations Directed Towards Specific Brokerage Firms
- Eblast Campaigns - Tenant Industries

MONTHLY TEAM STRATEGY REVIEW & UPDATE

- Review/Present Comps in Surrounding Market

MEDIA/PR

- Continued Press Releases
- Community Relations

REFRESH MARKETING CAMPAIGN

- Update Brochure
- New Photos/Incentives

MONTH 1-2

MARKETING COLLATERAL

- Establish Ongoing Advertising Schedule - Desktop Publishing Mailers/Scheduled Mailers/Eblasts
- Develop Prospect Follow-up Emails - Inputting & Tracking Database Info/Prospects
- Amenities Map Highlighting Key Surrounding Markets
- Physical & Digital Marketing Material

TENANT MARKETING

- Canvassing
- Monitor & Track Qualified Tenant Prospects
- Targeted Email Campaign

MONTH 3-4

TENANT MARKETING CAMPAIGN

- Canvassing/Cold Calling
- Send Targeted Mailer

BUILDING TOURS

- Ongoing - Lee Broker on All Tours When Possible

DEVELOP IN SUITE DESIGN BOARDS

- Create Maps with Surrounding Amenities
- Create Space Layout Boards

MONTH 5-6

MARKETING COLLATERAL

- Ongoing Email Blast Campaign to entire Brokerage Community
- Lee & Associates Property Page
- New Transaction Announcement
- Set Up Broker Progressive Lunches/Tours
- Coordinate Website Marketing Campaign

