TO: Menasha Redevelopment Authority (RDA)

FROM: Kara Homan, AICP, Principal Planner

DATE: January 6, 2012

RE: Proposals for Review & Scoring

An agenda and materials for our next meeting will be mailed to you upon determining a date and time to meet where a quorum can be met. In the interim, we are mailing you the submitted proposals for the RDA's Request for Proposals for Real Estate and Marketing Services in the Lake Park Area to ensure you have adequate time for review.

The seven (7) submitted proposals include:

- Coldwell Banker, Lisa Ripley & Corey Krueger (Residential)
- RE/MAX 24/7, K.C. Maurer (Residential & Commercial)
- Apple Valley Realtors, Jason Schwittay (Residential & Commercial)
- Coldwell Banker, John Coughlin (Residential)
- Coldwell Banker, Amy Rockwell & Thomas Werth (Residential Brokerage; Residential & Commercial Marketing & Liaison Support)
- Grubb & Ellis Pfefferle, Patrick Connor (Commercial)
- PAMCO, Pamela Bauman (Residential & Commercial Property Management)

We have included seven (7) blank scoring sheets. One is to be completed for each proposal. Please read the instructions carefully. When finished, please return your scores back to the Community Development Department either by email (khoman@ci.menasha.wi.us), fax (920.967.5272), or mail. We will tabulate the results and present a summary at the meeting.

City of Menasha Redevelopment Authority

Score Sheet for Lake Park Area

Real Estate & Marketing Services Proposals

Please fill out a form for each proposal.

Firm _____ Evaluator _____

Please rate each firm's Residential and/or Commercial proposal on a scale of 1 to 10 for each category below, with 1 being the lowest, and 10 being the highest.

	Residential (1-10)	*Commercial (1-10)*
Is this a residential or commercial proposal (check all that apply)	☐	☐
1. Proposal Requirements: *Firm's analysis, preparation, and interest level.*		
2. Approach to Work Plan: *Firm's approach to real estate advising, marketing, coordination with partners, and progress reporting.*		
3. Firm's History & Staff Experience *Firm's & staff's qualifications and professional skills, related projects, resources, ability to perform, etc.*		
4. Compensation *Firm's requested compensation related to the scope and quality of work proposed, and other pertinent factors.*		
5. References *Quality of the firm's references.*		
6. Overall Quality of the Proposal *The overall impression of the proposal as a whole.*		

Dec. 28, 2011

PAMCO Property Management is only two years old, therefore I do not have a lot of experience as a property manager, nor am I certified or licensed in residential and commercial real estate. But what I do have is 25 years of experience in owning, managing and developing three commercial office suite complexes called PAMCO Executive Suites in Appleton. There is a total of 110 office suites between the three buildings. I have an 80% occupancy rate. Most of my competition has a 40-60% rate.

How do I keep everything alive and fresh? I use so many different advertising media's at the same time. My saying is, "Let Us run your Office so You can Run your Business." It's an "All Inclusive" Package, full of all types of free services and amenities that are included in the rent. They pay only one price each month. New tenants can be up and running their business in 1-2 days. Phone lines in, numbers assigned, High speed Internet & Wireless services, free use of our conference rooms, office equipment, door and directory signage, plus, the cleaning and utilities are also included. I would work up something special using the same theme, "All Inclusive Packages" for your prospective condo and home owners. Also, much can be done using the Fitness Center, Sliders, and the Day Care, plus making a monthly list of some type of art or craft project one month, then something different the next month. Monthly facials and massages or aerobic classes, party games with prizes etc, etc.

I have much to share with you if I and my company are selected. On both the residential and commercial part I have two tenants in my buildings, one licensed residential real estate agency and one licensed in commercial real estate, plus an architect.

When I started PAMCO Property Management it meant that I referenced checked, screened, and hired the best crews or teams to work with, and who would also work well with condo association members and home owners. I read and abided with all their by-laws, covenants, etc. I went to monthly association meetings with my accountant who did all the accounting for the associations and explained everything to the board and its members. We also let them use any of our conference rooms to hold their meetings in.

My personal compensation would be $2,000 a month plus the cost of the materials, and I would handle the Property Management duties, as well as my creative approach in marketing Lake Park Villas with the "All Inclusive" touch.

My accountant charges $35 an hour, and you have been given some idea on the cost of the landscaping & snow removals. My accountant gives you each month a balance sheet, income, and a profit and loss statement, everything up to the year end reports that go to the CPA firm of your choice.. My daughter Lisa Powers will follow in my footsteps when I feel that I am ready to retire. I would like a 3 or 4 year contract as I am 66 years young. I know I can do the job, and excel at it!

Sincerely, Pamela Baumann

The types of advertising PAMCO Property Management will use in 2012

1. Digital outdoor billboards
2. 2 Post Crescent business Internet ads that rotate and connect to my website.
3. 2 Radio business Internet ads, one that rotates & another large rectangle ad in the sports and obituary sections which connects to my websites.
4. Better Business member and I run ads with them and attend some meetings.
5. See my website: Pamcopropertymanagement.com
6. BNI greater Fox Valley member (business networking international
7. Writer for "The Company Magazine" each month and three times on the cover.
8. Chamber of Commerce member and advertise several ads each year with them, plus, attend Chamber of Commerce monthly meetings.
9. Send out Bulk Mailing pieces, flyers and brochures.
10. Woman in Management member for 25 years
11. OBCAI Office Business Centers America and International
12. Radio sponsored commercials around Veterans Day, July 4th, Labor Day etc.
13. Open House at one of my buildings from time to time thru the Chamber
14. I have been a speaker at several Chamber, WIM, H.S. Graduation classes,
15. Spoke on several occasions at the University of Oshkosh on Entrepreneurship

Awards and achievements:

Small Business Person of the Year 1992 thru the Chamber of Commerce
Woman of the Year 2000 from the Woman in Management
Entrepreneur of the Year 2005 from Chamber of Commerce
Spent 9 years on the board of directors for Prospera Credit Union
My business holds an 840 credit score, and no liens, judgments, etc.
I design my own websites: pamcopropertymanagement.com & pamcosuites.com

Personal: I have been in business 25 years in Appleton. I own and operate three different companies and own and manage three different office complexes. I graduated from Xavier H.S. and attended two years of college at the University of Oshkosh. I have been married to the same man for 40 years and we have three children and three grandchildren. I have lived in Appleton my entire life. My creative nature leads to several different types of artwork, watercolor, collages, making jewelry, pottery, making glass ornaments, and incorporating all these medias in the art work I make for my buildings.

BBB Reliability Report for
Pamco Property Management

A *BBB Accredited* business since 8/13/2009

Rating: A

BBB issues Reliability Reports on all businesses, whether or not they are BBB accredited. If a business is a BBB Accredited Business, it is stated in this report.

BBB Accreditation

This business has been a BBB Accredited Business since August 2009. This means it supports BBB's services to the public and meets our BBB accreditation standards.

BBB Rating

Based on BBB files, this business has a BBB Rating of A

Click here for an explanation of BBB Ratings.

Business Contact & Profile

Business Name:	Pamco Property Management Pamco Properties, LLC
Business Address:	4650 W. Spencer Street Appleton, WI 54914
Original Business Start Date:	6/4/1999
Local Business Start Date:	6/4/1999
Type of Entity:	Limited Liability Company (LLC)
Incorporated:	1999 in WI
Principal:	Pamela A. Bauman, Owner & Property Manager
Customer Contact:	Pamela A. Bauman, Owner & Property Manager
Phone Number:	(920) 968-4600
Fax Number:	(920) 968-4650
Email Address:	pam@pamcosuites.com
BBB Accreditation:	This business is a BBB Accredited Business
Date Joined BBB:	8/13/2009
Type of Business:	PROPERTY MAINTENANCE LANDSCAPE MAINTENANCE OFFICE & DESK SPACE RENTAL SERVICE PROPERTY MANAGEMENT - INDUSTRIAL & COMMERCIAL
Website Address:	http://www.pamcosuites.com

Business Management

Ms. Pamela A. Bauman , Owner & Property Manager

ACORD® CERTIFICATE OF LIABILITY INSURANCE

OP ID DL
PAMCO-2

DATE (MM/DD/YYYY)
11/16/09

PRODUCER
ADEMINO & ASSOCIATES INC
DAVID ADEMINO
1001 TRUMAN P O BOX 99
KIMBERLY WI 54136-0099
Phone: 920-734-3110 Fax: 920-734-6027

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURED

PAMCO MANAGEMENT LLC
501 NICOLET ROAD
APPLETON WI 54914

INSURERS AFFORDING COVERAGE	NAIC #
INSURER A: WEST BEND MUTUAL INS	15350
INSURER B:	
INSURER C:	
INSURER D:	
INSURER E:	

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	ADD'L INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS	
		GENERAL LIABILITY					
A		[X] COMMERCIAL GENERAL LIABILITY	BAS 0309921	11/11/09	11/11/10	EACH OCCURRENCE	$ 1,000,000
		[ ] CLAIMS MADE [X] OCCUR				DAMAGE TO RENTED PREMISES (Ea occurence)	$ 100,000
						MED EXP (Any one person)	$ 5,000
						PERSONAL & ADV INJURY	$ 1,000,000
						GENERAL AGGREGATE	$ 2,000,000
		GEN'L AGGREGATE LIMIT APPLIES PER				PRODUCTS - COMP/OP AGG	$ 2,000,000
		[ ] POLICY [ ] PRO-JECT [ ] LOC					
		AUTOMOBILE LIABILITY					
		[ ] ANY AUTO				COMBINED SINGLE LIMIT (Ea accident)	$
		[ ] ALL OWNED AUTOS				BODILY INJURY (Per person)	$
		[ ] SCHEDULED AUTOS					
		[ ] HIRED AUTOS				BODILY INJURY (Per accident)	$
		[ ] NON-OWNED AUTOS					
						PROPERTY DAMAGE (Per accident)	$
		GARAGE LIABILITY				AUTO ONLY - EA ACCIDENT	$
		[ ] ANY AUTO				OTHER THAN AUTO ONLY: EA ACC	$
						AGG	$
		EXCESS / UMBRELLA LIABILITY				EACH OCCURRENCE	$
		[ ] OCCUR [ ] CLAIMS MADE				AGGREGATE	$
							$
		[ ] DEDUCTIBLE					$
		[ ] RETENTION $					$
		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N				WC STATU-TORY LIMITS [ ] OTH-ER	
		ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? [ ] (Mandatory in NH)				E.L. EACH ACCIDENT	$
		If yes, describe under SPECIAL PROVISIONS below				E.L. DISEASE - EA EMPLOYEE	$
						E.L. DISEASE - POLICY LIMIT	$
		OTHER					

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

CERTIFICATE HOLDER

SAMPL-1

SAMPLE CERTIFICATE

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 10 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE
JEFF KASPEREK

ACORD 25 (2009/01)

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Green Valley
Landscape Management LLC

N2358 East Frontage Road
Kaukauna, WI 54130

Office (920)-759-0100
Mobile (920) 428-7347

DATE	8/18/2011		Proposal #	7857

Proposal

Proposal Submitted To:	Work To Be Performed At:
	Date of Plans: 2011/2012 Season

Description	Total
Snow Removal	
The prices below include plowing of driveways and shoveling sidewalks.	
0-3 Inches	$395.00 Per Time
4-6 Inches	$525.00 Per Time
6 Inches Plus	$65.00 Per Hour
Salting	
Salting driveways with rock salt	$185.00 Per time
Salting sidewalks with calcium chloride	$115.00 Per Time
Hauling Snow Away	
Endloader with 2.5 yard bucket	$95.00 Per Hour
19 yard dump truck to remove snow	$75.00 Per Hour

With payment as follows: 30 days from billing date. 1 1/2 % finance charge on all over due balances per month from date of invoice
SALES TAX IS NOT INCLUDED UNLESS OTHERWISE SPECIFIED.

Any alteration or deviation from specification involving extra costs, will be executed only upon written orders, & will become and extra charge over & above the estimate. All agreements contingent upon accidents or delays beyond our control. Owner to carry fire, tornado & other necessary insurance upon above work. Fully insured by: Coffey Insurance

Respectfully Submitted by _____DATED_____
Note: This proposal may be withdrawn by us if not accepted within 30 days

ACCEPTANCE OF PROPOSAL: The above process, specifications and conditions are satisfactory and are hereby accepted You are authorized to do the work as specified. Payment will be made as outlined above.

SIGNATURE OF ACCEPTANCE_____DATED_____

LAWN CARE

SPRING CLEAN UP

- Debris pick up
- Lawn thatching
- Fertilizing
- Patching of dead spots
- Pruning of shrubs, hedges

LAWN CUTTING

- As needed per conditions
- Straight or pattern cutting
- Pick up of excess clipping if needed
- We use late model industrial equipment
- Weed control

FALL CLEAN UP

- Debris pick up
- Rake leaves
- Pruning of shrubs, hedges

INSTALLATIONS

ER YOUR SPECIFICATIONS

- Sifted black dirt
- Grading
- Prepare seed bed
- Fertilize
- Lawn seeding
- Cover with chopped straw
- Retaining walls

SHRUBS AND TREES

- Prepare plant area
- Installation of edging
- Laying of weed control fabric
- Planting seedlings or bulbs
- Stone or mulch cover
- Brush cutting

SNOW PLOWING

BIG OR SMALL JOBS

- Plowing
- Salting
- Removal
- Piling
- Snow blowing

Reference List

Plexus Corp

55 Jewelers Park

Neenah, Wi.56956

Contact: Brian Hall @ 920-751-3594

Fox Cities Executive Suites
4650 W. Spencer (3 blks)
Appleton, WI 54914
Pamela Baumann 968-4600

Newark Paperboard Products

2980 S. Oakwood Rd

Oshkosh, Wi. 54904

Contact: Al Everson @ 920-651-1089

Willow Creek Condominiums
Appleton, WI. 549
Barry Weinbrenner

Green Tree Ravine Condominiums

South River and East St

Appleton, Wi. 54911

Contact: George Massey @ 920-739-7980

Breezewood Condominiums
George Wisnet
Neenah, WI 54956

Alexander & Bishop LTD

300 N. Main St

Oshkosh, Wi. 54901

Contact: Pat Catlin @ 920-362-4933

PAMCO Property Management and its Sub-Contractors Terms and Conditions
This written agreement contains all the conditions, and describes the type of work that has to be done in regards to snow removal. This agreement supersedes any verbal commitments made prior to this agreement.

Charges: This contract is a Time and Materials contract, based upon the rates quoted on the front page. Surcharges for fuel and materials such as salt maybe added if supplier pricing increases significantly after this contract is accepted and executed. PAMCO Property Management services will do its best to keep all prices under control.

Payment Terms: Invoices are to be paid within 10 days from date on invoice unless we are your property management company.
Accounts that are more than 30 days past due will not be plowed until account is brought up to date. In addition a finance charge of 1.5% per month will be applied on such past due accounts, and will be paid by the customer, company, association, or whomever requested our services. Any excessive delays in payments of invoices may result in appropriate legal action being taken to collect such monies. Each customer, company, or association, etc, understands and agrees that the cost of legal action, without limitation , lawyer fees, cost and expenses of bringing suit may be passed on to the customer, company, association, etc, and accepts this condition.

Services and Quality: PAMCO Property Management and its Sub-Contractors will exercise its best judgment based upon weather forecasts and existing conditions at the time. Customer, Company, Association, etc, is aware that weather conditions may change rapidly and without notice. PAMCO and their sub-contractors can only respond to the current conditions, without regard to forecasts or actual changes in conditions that might occur. The customer, company, association, etc, agrees to allow PAMCO Property Management and its sub-contractors to decide if snow plowing is warranted based upon snow accumulation at the customer's particular locations. Customer also understands that snow accumulations may vary throughout the local area, and that drifting snow may necessitate plowing of their particular location due to drifting snow. Customer, Company, Association, etc, understands that plowing or salting of a particular location may not clear the area down to the bare pavement, and that those areas may remain slippery after plowing or salting, and will hold the contractor harmless for any liability for this natural occurring condition.

Complaints & Damages: Reports of damages must be communicated in writing to PAMCO Property Management within 48 hours. Failure to report damages constitutes a waiver of such damages and the contractor is released from liability. Also, any invoicing concerns must be addressed within 5 days of invoicing, or the invoice amounts will be considered binding. **Cancellation Notices:** Snow contracts are only accepted when accompanied by a signed Full Service Lawn Maintenance contract. **A 60 day written notice is required in order to cancel this contract. The entire amount for the last 60 days is to be paid upfront and accompany the 60 day written cancellation notice.**

I have read, understand and agree to the Terms and Conditions outlined above.

_____ **Title:** _____ **Date:** _____
Signature of Person Responsible for signing this contract and the name of this Company or Association:

_____

_____ **Title:** _____ **Date:** _____
Authorized Signature from PAMCO Property Management Company

Worksheet to determine Cost of Cleaning Services:

Pamco Cleaning & Janitorial charges by the total square footage of each building, times the cleaning rate.

Rate for Light Cleaning:	$ .80 - $ .90 cents a square foot
Rate for Medium Cleaning	$ .90 - $1.10 a square foot
Rate for Heavy Industrial Cleaning	$1.10- $1.20 a square foot

Example: Cleaning twice a Week:
16,000 s.f. building x $ .90cents s.f. = $14,400 divided by 12 mo.'s = $1,200.00 a mo.
16,000 s.f. building x $1.00 per s.f. = $16,000 divided by 12 mo.'s = $1,333.00 a mo.
16,000 s.f. building x $1.10 per s.f. = $17,600 divided by 12 mo's = $1,466.00 a mo.

Emergency Cleaning: $19.50 per hour plus $35.00 service charge

Strip & Wax Vinyl Floors	.26 cents a s.f.
Deep Clean Grout & Tile Floors	.26 cents a s.f.
Shampoo or Steam Clean Carpets	.12 cents a s.f.
Cleaning Florescent Lights	$ 2.30 per fixture

Example: Steam Cleaning Carpet
16,000 s.f. building, but only 80% is carpeted:12,800 s.f. x .12 cents = $1,536.00.

Carpet Cleaning should be done at least twice a year, Spring and Fall
Plus remove wax on vinyl & reapply should also be done in Spring and Fall

Deep scrub ceramic tile & grout should be done twice a year, Summer and Winter

<u>References</u>: By personally driving by these three office buildings you will see why you should be using us for your landscaping & building maintenance services, along with asking our tenants at these buildings about the management & cleaning services provided by our staff and independent team members.

PAMCO Executive Suites at 501 S. Nicolet Rd., Appleton

PAMCO Executive Suites at 4650 W. Spencer St., Appleton

PAMCO Executive Suites at 2800 E. Enterprise, Appleton,

Copy of Liability Insurance included

ALL INCLUSIVE
PAMCO
PROPERTY MANAGEMENT &
MAINTENANCE SERVICE

PAMCO Property Management Fee: $25.00 per mo. per owner or tenant for a 1 year contract. For 2010 it's $21.90 per mo due to 1 mo. of free management services.

Total Lawn/Ground Maintenance for 2010 season: Includes 22 cuttings, 4x fertilizer & weed control Spring & fall clean-up, aerating, top dressing of bark, pruning 3 times a year & planting of annuals	$35,648.00
Total Snow Removal for 2010-2011 season:	$13,000.00
CAM Charges: Estimate 10-15% of the total cost of all your expenses for exterior/pond maintenance street light electricity, taxes, and various repairs. CAM stands for "Common Area Maintenance"	$11,680.00
Lawn Care, Snow Removal & CAM charges for 2010 through the early part of 2011 are expected to be a little less than 2009. However, any alteration or deviation from specification involving extra costs, will be executed only upon written orders, and will become an extra charge then over and above the estimate.	$60,328.00

Also, if and when other tenants or home owners are added within that two year period, 2010 the rates they will be charged will also help pay PAMCO and its sub contractors for their increased workload and duties.

The 12 monthly installments are determined using	$60,328.00
divided by the number of tenants/owners (43)then divided by 12 mo.'s <u>The Association pays PAMCO</u>	<u>$ 5,028.00 mo.</u>

<u>This number would increase each month by $176.96 for each "new" rental tenant or building owner that is added to the list.</u>

Fee per Building Owner or Tenant for 1 year:	$ 116.92 mo.
Property Management, cable, & capitol reserve fee	$ 58.90 mo.
The Total Monthly cost per owned or rented unit is	$ 175.82 mo.

4650 W. Spencer St., Appleton, WI 54914 • Phone: (920) 968-4600 • Fax: (920) 968-4650

PAMCO Property Management Service

Please complete a separate form for each location. Municipality: _____ **Date:** _____

Building name and address _____

Building owner, manager, or contact _____ Phone # _____

Fax # _____ Cell # _____ Email address _____

Building's sq. ft. _____ / lot size/acres _____ # of tenants or employees _____ Vacancy Rate _____%

1 month free if you sign a 1-year contract!

One company to call, one check to write!

Administrative Services

_____ Collect rent and deposit checks
_____ CAM (common area maintenance billing)
_____ Bill tenant directly for repairs and services
_____ Invoice tenants, vendors, subcontractors

Facilities Management Services

_____ Manage and schedule vendors/sub-contractors
_____ Provide On-call Property Managers 24/7
_____ Provide monthly financial reports

Landscaping, Lawncare & Snow Removal

_____ Cut and bag grass, edge around beds
_____ Spring/Fall fertilizing and weed control
_____ Planting and replacing trees and shrubs
_____ Salt driveways/walks as needed
_____ Snow blow driveways and sidewalks
_____ Remove snow piles off premise

Other Services Available

_____ Computer set-up, trouble shoot and repair
_____ Furniture assembly and breakdown
_____ Handle small project work as needed

Anticipated types of projects: _____
_____

Market, Show & Promote Your Properties

_____ Show properties via websites with building layout design and interior and exterior photos
_____ Decorating and consulting services
_____ Update, makeovers and market properties

Planned Maintenance Services

_____ 1st shift _____ 2nd shift _____ 3rd shift
_____ Electrical, inside, outside and safety lighting
_____ HVAC-heat, ventilating, air conditioning
_____ First floor window washing, inside and out
_____ Interior painting, staining doors/woodwork
_____ Locksmith services and install door hardware
_____ Order and deliver cleaning/janitorial supplies
_____ Perform janitorial and cleaning services
_____ Install and monitor safety and security systems
_____ Site debris clean-up, inside painting/staining
_____ Carpentry
_____ Plumbing services

Construction Site Services

_____ Construction site clean-up, inside and out
_____ Interior painting, staining, window washing
_____ Plant lawns, shrubs, edging, lay stone/bark

Please place a check mark by all of the services you would like us to quote. Then fax a copy of this sheet back to Pam Baumann's attention at (920) 968-4650; sign up on our website: pamcopropertymanagement.com; or, mail this form to PAMCO Property Management at 4650 W. Spencer St., Appleton, WI 54914. We will get back to you in just a few days.

Authorized Signature _____ **Date Signed:** _____

Services and Amenities

included in the rent for 1 person:

- Receptionist, Administrative Support, Notary Services
- 1 Phone, 1 local line, unlimited local & long distance
- 1 T1- High Speed Internet connection per suite
- Use of Conference rooms and fully furnished Kitchens
- Use of all Office Equipment: color copier, fax, scan, etc.
- Cleaning, Building and Ground Maintenance Included
- Dry cleaning pick up and delivery once a week
- Postage machine, scale, mail and UPS/Fed-X services
- Flexible leases $100 more per suite for month to month
- 1 mo. Free rent after 12 mo's if you sign another 1 year.
- High bandwidth for Skype, VOIP, Video Conferencing
- Door and Directory Signage if signing a one year lease
- Unfurnished suites start between $700–$800 a month.
- Phone/fax/800 lines and T1 connections we do for you.
- Also, large, individual, and beautifully furnished suites
- Property taxes and all Utilities are also included in rent.

Other Services and Fees:

First months rent must include full security deposit

Video conferencing services	Pay ahead per hour
Virtual clients	Use of conference room, corporate address, mailbox and directory signage
Mail clients only	Use of our corporate address and mailbox

Public use of conference rooms and video conferencing

Additional phone/fax lines, static IP's, 800/866 numbers	
Copy, fax, scan	Fees per copy and handling fee for mail
Extra furniture	$150/month per 5-piece set

Deluxe Office Suites

250–350 s.f.

Completely furnished and decorated with windows in each one. For two people it's between $800–$900 month. Several of these suites have adjoining doors. Two unfurnished suites; high ceilings and 3 windows.

8 Lower Level Suites and Conference Room 3,000 s.f.

$3,000 a month for entire lower level with door and directory signage. 8 phones/extensions, 8 Internet connections, use of all amenities and services listed. Some storage available. Kitchen, copier and fax.

- 1 individual suite is $500/mo., for 2 it's $650.
- 2 bathrooms and 450 s.f. conference/training room

PAMCO Executive Office Suites

(920) 968-4600

pam@pamcosuites.com • pamcosuites.com

Lake Park Villas & Lake Park Square

Apple Valley Realtors would feel honored to be the walking representative for this huge development project and feel completely prepared to take on this responsibility. Below please find a brief plan on how we will accomplish your goals and implement our marketing plan to list and sell your residential and commercial properties.

Apple Valley Realtors History & Experience:

Jason Schwittay started working at REMAX in Appleton in 2005. In a matter of three years, he became a top producer for Wisconsin for this company. He then left and established his own firm, Apple Valley Realtors in 2008. This company's primary focus has been working with large scale developments and corporate clients since the beginning and since we have become the broker of choice in our market area for many corporate clients. Our staff consists of one broker, one office manager and 10 agents. Our agents are well-known in this area and consistently produce millions of dollars in sales in our market. Upon acceptance into this project, we will be creating multiple positions specific to this project. Our company has proven that we can maintain long-term relationships with our clients and we have been extremely successful in producing the results needed and bringing properties to the closing table day after day. In one of the worst real estate markets this country has ever seen, our company has grown from start-up to $35 million in annual sales.

Real Estate Advising:

Pricing these lots is the biggest factor in getting them sold. We will complete detailed evaluations (CMA – comparative market analysis) done monthly and quarterly to evaluate price. We will be employing a Valuation specialist who will provide detailed analysis monthly/quarterly through the duration of this contract. A huge piece is completing up-to date market analysis to understand our competition and what makes this development stand out among the rest. Pricing needs to be flexible, needs constant attention, and will need changing strategies to keep up to date. At Apple Valley Realtors we pride ourselves in pricing properties competitively and accurately. We consistently have our initial price point be within 10% of final sales price, almost 100% of the time.

It will be extremely beneficial to have a committee that will meet quarterly regarding covenants and restrictions. This committee could include the brokerage selected, HOA members, current homeowners in association, officials from the city of Menasha Development Board, etc. These meetings can discuss if restrictions/covenants need to be added or if they need to be more flexible in order to get the attention this development needs to attract buyers.

Marketing Strategy:

Our strong agent capability truly does make it easier for our company to push our properties. This team has a work ethic unlike any of our competitors. We also have the knowledge and excitement

to sell our listings and others alike. We have and will continue to do as much advertising as possible to get our properties as much exposure as possible with current customers as well as future. Unlike much of our local competition, we recognize that when it comes to advertising and marketing, quality is just as important as quantity. Our primary forms of marketing are listed below.

Web-Based & Print Marketing: This is our specialty and is direction the world of marketing is heading. Some of the many outlets we use include detailed and comprehensive virtual tours for each property; mass emails to clients for each property assigned; and daily Craigslist, Postlets, Facebook and Twitter updates. Beginning in 2012, we will also be creating a unique and detailed You Tube video for each new listing. We have attended multiple web-based marketing trainings preparing us for this new endeavor and teaching us how to make our listings appear at the top of a Google search; a huge benefit to buyers who don't use the typical social media websites. We will also continue to use Print Marketing including ads in the local newspaper, HomeRun Magazine, etc. This project can take on its own life in radio and TV ads as well. This project will also need its own website/ Facebook page/Twitter page focusing on all details of the lots, pricing, features, etc.

Cooperation with Others:

This is another key factor to this project becoming a success. Effective communication with the project manager and all other partners including weekly conference calls will be very essential in ensuring we are all on the same page and have the same goal. Our company has plenty of experience working with corporate clients that send us millions of dollars in business (both commercial and residential). We have to coordinate with their full corporate team making sure all properties get to market, are priced effectively and get sold as quickly as possible. We currently have great relationships with local officials, attorneys, contractors and local lenders that can assist with this project as well.

Upon acceptance into this project, other staff members will be added with their position with dedicated positions to make sure this development is well known throughout the area. One of these positions will focus solely on Follow Up and Feedback with other partners in this deal. We currently use real estate specific programs and will implement more in-depth systems that any other partner in this project can log-in to at anytime to view the exact status of the project on our end. We will also want to have weekly conference calls and monthly face to face meetings to discuss status and reports as needed. Along with the daily reporting that will be accessible to all members, this team will also generate monthly and quarterly reports that will be sent to all partners that can be discussed during these meetings. Webinars are another useful tool to easily connect with each other for Q&A sessions.

Commission:

For this project we request the standard rate of 10%of final sales price for both commercial and vacant lots. Included in that 10% is all marketing, staffing, etc. expenses needed.

Target Market:

Target market for this development includes retirement age executive and other corporate buyers. These corporate buyers can include companies that have people working in and out of the area and need a place for them during their stay. There is also a new market of up and coming, younger, fast-paced professional buyers. These buyers want to live in condo association for all the benefits of not having to be responsible for maintenance, lawn, etc. This condo will stand out as there is no true competition in valley that is higher class like this.

No conflict of Interest.

References:

Chris Martinez

Cmartinez@best-assets.com
12808 West Airport Suite 260
Sugar Land, TX 77478
Ph: 877-343-4073

Melinda Gines

1245 East Brickyard Rd.
Suite 200
Salt Lake City, UT 84106
PH: 801-783-4848
mgines@phnxam.com

Mary Bach

bachchc@milwpc.com
Ph: 920-470-3333

RE/MAX

Kara Homan, AICP Principal Planner
Attn: RDA Lake Park Real Estate RFP
C/O City of Menasha
140 Main Street
Menasha, WI 54952

Ms. Homan,

Thank you for the opportunity to submit the RFP for Lake Park Square and Lake Park Villas. Attached please find:

I. Signed submission page
II. Focus of service
III. Work plan
IV. Firms history and staff experience
V. Compensation
VI. References
VII. Conflict of interest statement
VIII. Exhibit A and Agents Bio's

Once you have had the opportunity to review the information provided; our team would be happy to meet with you in person to answer any questions you may have.

Respectfully yours;

K.C. Maurer
Broker & Managing Member
RE/MAX 24/7 Real Estate, LLC.

RE/MAX

I. Submission Form

SUBMITTED TO: Menasha Redevelopment Authority
140 Main Street
Menasha, WI 54952

FOR: RDA Lake Park Real Estate RFP

DATE: January 4, 2012

NAME OF PROPOSER: RE/MAX 24/7 Real Estate, LLC

SIGNATURE OF PROPOSER: K.C. Maurer

ADDRESS: 2835 W. College Avenue
Appleton, WI 54914

TELEPHONE : (920) 734-0427

EMAIL: kc.maurer@remax.net

II. Focus of Service

RE/MAX 24/7 Real Estate LLC is a full service Real Estate company consisting of Residential, Commercial and Insurance Divisions and also provides on site lending services. This proposal is to provide services for both Lake Park Square and Lake Park Villas.

III. Work Plan

REMAX 24/7 Real Estate LLC has had the opportunity to complete a 5 year analytical on both the residential and commercial aspects of LAKE PARK SQAURE and LAKE PARK VILLAS as compared to other properties in the Fox Valley. Our price recommendations are designed to keep pace with current market conditions to create sales and at the same time maximizing the return on investment.

A. Real Estate Advising

1. Asking price for lots: LAKE PARK SQUARE: We advise that the commercial lots as shown on Exhibit A, be made available at a price range of $1.30 to $1.65 per square foot. The variation in price is determined on location and size of the lot. The importance of breaking ground with the first business can not be overstated. Maximum effort will be made to achieve this goal.
2. Asking price for lots: LAKE PARK VILLAS: In the last 5 years the median sales price for residential condominium lots has declined 41% and the average sales price has declined 28.7%. It should also be noted that the absorption rate of residential/condominium lots in and around the subject properties is 8.11 years. Based on this information the price range would be $25,000 to $32,000 per lot depending on lot size and location.

3. Lot Configuration

   LAKE PARK SQUARE: We recommend that the lot configurations stay the same as marked on Exhibit A but the lots will be marked with an emphasis on flexibility of line locations to meet individual needs. We would also request a meeting with the RDA to discuss ingress/egress points and lot configuring.

   LAKE PARK VILLAS: We recommend that lot configuration stay the same as marked on Exhibit A.

4. Covenants/Restrictions

   LAKE PARK SQUARE: No covenants or restrictions were provided. Based on the information no changes are being suggested with a common belief that construction would follow the City of Menasha building and zoning codes.

   LAKE PARK VILLAS: Covenants and restrictions are very specific and in some cases extremely controlling in nature and may hinder sales. I would suggest establishing a meeting with the Board of Directors to see what covenants they would consider changing to increase the number of potential buyers without jeopardizing the integrity of the association.

5. Other Real Estate Advising

   As market conditions over the next several years are expected to continue to be dynamic in nature; a constant eye needs to be focused on market conditions and address any changes as may be necessary. Prices may move up or down, covenants may need further adjusting until LAKE PARK SQUARE and LAKE PARK VILLAS are known for the location that people prefer to live and business have a history of success.

B. Anticipated marketing Strategy

It will be critical to be proactive in the reintroduction of both LAKE PARK SQUARE and LAKE PARK VILLAS. The goal of the marketing plan will be to create an immediate buzz in the marketplace that LAKE PARK SQUARE VILLAS is the place to live and LAKE PARK SQUARE is known for successful businesses. In both the residential and commercial developments we will be utilizing bill board, radio, internet and print. (See below for specifics).

LAKE PARK SQUARE: The marketing of the commercial lots will coincide with the advertising dollars planned for the residential lots thereby maximizing the value of those dollars. In addition, we will utilize Loopnet, MLS, WCIE catalyst (which is a web service similar to MLS but strictly devoted to commercial listings). As well as the electronic RE/MAX Billboard that is national in scope and utilized by RE/MAX Commercial Professionals through out the entire country. We will, of course, provide email flyers directly to Real Estate Brokers locally and through out the Midwest as part of the information campaign. Site signs and professionally prepared brochures, flyers, plats and companion information will be formatted for instantaneous delivery to inquires. A dedicated web site will provide the buyer with quality accurate

information as well as contact information that will be acted upon by one of our team immediately. We will focus on the end user and aggressively be in contact with as many businesses as appropriate. We are in the process of gathering lists of appropriate venues.

LAKE PARK VILLAS: Utilize the MLS and WIREX in a manor that all Real Estate Company's and their agents have a working understanding of what is available including lot configuration, pricing, covenants etc. Internet promotion utilizing our Company website www.247realestate.biz, remax.com which is the national site for RE/MAX, Realtor.com which will have preferred placement based on our Company's contract, search engine placement through a Real Estate syndication (Circle Hub) to ensure other national websites like Zillow, Trulia, Yahoo etc., have the up to date information. Print marketing that would consist of color custom brochures, Fox Cities Homefinder Magazine, Billboard advertising and with ground breaking activities such as Radio remotes as available within budget. The promotions considered are social mediums such as Facebook, Twitter and Linkedin. To further promote LAKE PARK SQUARE and LAKE PARK VILLAS, we propose a creation of a Co-Op advertising program. The goal will be to create a marketing program that will create an immediate buzz in the marketplace utilizing a fund of $30,000 for the first year touching on social media, pay per click program, billboards and a radio program. The fund will be established by the Menasha Redevelopment Authority. Before any funds are spent the Redevelopment Authority will have final approval. RE/MAX 24/7 Real Estate LLC will commit 1% of the gross commission paid/received on all sales of LAKE PARK SQUARE and LAKE PARK VILLAS in order to sustain the fund.

C. Coordination with Partners

We agree that coordination between LAKE PARK SQUARE and LAKE PARK VILLAS, The Ponds of Menasha and Cottages at Lake Park is important. Our goal would be to establish a meeting to discuss future common marketing goals and events; hoping to expand the marketing budget utilizing the synergy of all four projects. RE/MAX 24/7 Real Estate LLC has listed and sold several properties for Cypress Homes and Lexington Homes which may give us the advantage to work on the big picture and common goal to have all four developments be successful.

Based on RE/MAX 24/7 Real Estate LLC Team of three experienced agents, we stand readily available to advise and answer and questions or concerns you may have pertaining to this Real Estate Project.

D. Progress Reporting

As the marketing condition are expected to very dynamic over the next several years. We recommend:

1. Email report monthly which will include showing reports, marketing reports and any status changes within the market place.
2. Present all offers timely with options if the offers need to be counter.
3. Personal quarterly meetings and meetings upon request if needed. We will provide detailed reports on market conditions, results on advertising successes and a full analytical of any competition, along with recommendations for future pricing strategies, the name of interested buyers contacted which will include a categorization of A, B, C labeling according to the priority of interest.

IV. Firms History & Staff Experience

RE/MAX 24/7 Real Estate LLC has its primary office location at 2835 W. College Avenue, Appleton WI. We are a full service Real Estate Company consisting of commercial, residential and insurance divisions. Along with an on site lender to help client with their lending needs. Through MLS statistics our Company is rated as one of the top 10 offices's and consistently is ranked as the top firm with the highest per person production in Northeast Wisconsin. RE/MAX 24/7 Real Estate is an awarding winning office receiving accolades from RE/MAX North Central (Regional Franchise) and RE/MAX International for outstanding sales.

We believe we are unique in that we are able to bring our commercial department and residential department together to manage sales in both LAKE PARK SQUARE and LAKE PARK VILLAS. The coordination of these efforts will provide in house communication and reliability. We propose to accomplish this by using a team of three agents to head up the project. James Fletcher, John Gabbey and K.C. Maurer (personal bios and references of all three agents are attached for your perusal). All three agents have been involved with successful commercial and residential developments throughout the Fox Cities. James Fletcher's primary focus will be LAKE PARK SQUARE and John Gabbey's focus shall be LAKE PARK VILLAS. . K.C. Maurer will be the team leader and the single point of contact with the responsibilities of coordinating and overseeing both developments, monitoring all marketing, sales and detailed reporting etc.

V. Compensation

The compensation includes all services outlined herein. Compensation is to be based on 10% of the sales price with a minimum commission of $3500.00 per transaction. Note: we co-broke with all commercial Real Estate companies at a rate of 50/50 based on the commission received per transaction. RE/MAX 24/7 Real Estate LLC will take 1% of the 10% commission described above and deposit said 1% in the co-op marketing program account to ensure said fund maintains levels that would allow perpetual marketing. It is projected to take a minimum of three years to sell out the majority of the Developments as such the listing agreement requested will be for the term of 36 months.

VI. References

1. Bachaus Golf & Development
   Developer of 7 Residential subdivisions totaling 240 lots
   Donald Bachaus-Managing Member (920) 470-1190
   Jim Snyder-General Manager (920) 858-1010
   K.C. Maurer-exclusive agent

2. Thompson & Associates
   Developer of 2 Residential Subdivisions totaling 250 lots
   Steve Noffke-Managing Member (920) 213-0238
   John Gabbey-exclusive agent

3. Diamond Water: Tom Griesbach (920) 757-5440
   Family Video: David Nail (847) 904-9151
   Appleton Marine: Lewis Krueger (920) 738-5437
   Jim Fletcher-commercial agent

Additional references upon request.

VII. Conflict of interest statement and supporting documents

RE/MAX 24/7 Real Estate LLC and its agents do not perceive any conflict of interest.

K.C. Maurer Bio

K.C. Maurer
RE/MAX 24/7 Real Estate LLC.
2835 W. College Avenue
Appleton, WI 54914

Contact: Office: (920) 734-0247
Cell: (920) 470-2100
Email: kc.maurer@remax.net

Real Estate License Numbers:
24/7 Real Estate LLC 701843-091
Kim Carl Maurer 24170-090

Real Estate Designations:
GRI, Graduate of the Realtor Institute
CRS, Certified Residential Specialist
CDPE, Certified Distress Property Expert
Certified Mentor, Darryl Davis
Certified Mentor, Tom Ferry
Certified Mentor, Brian Buffini

Professional Accomplishments

Century 21 Great North Broker Council (Regional Franchise)
President 2 years
Board of Directors 10 years

Century 21 (International)
NBCC-National Broker Communication Congress representing the State of Wisconsin-4 years

RE/MAX North Central (Regional Franchise)
Executive Committee

Realtors Association of Northeast Wisconsin
President 2 years
Executive Committee 6 years (current)
Board of Directors 5 years (current)
Committees: Forms, Governmental Affairs, Commercial Council Commercial Information Exchange, RPAC, Professional Standards, Developers Council and Finance Committee Chair.

Realtors Association of Northeast Wisconsin Multiple Listing Service
President 2 year
Executive Committee 6 years (current)
Board of Directors 8 years (current)
Chair of M.L.S. Committee
Finance Committee Chair (current)

Wisconsin Realtors Association
Board of Directors (current)
Chair to a Special Task for with goal of establishing a state wide data sharing between M.L.S.'s.
Chair of Wisconsin Internet Real Exchange (WIREX)
Federal Political Coordinator (FPC)

National Association of Realtors
Voting Director 2 years
Committee member-Residential Finance

Employment Present and Past

1. Owner & Broker: RE/MAX 24/7 Real Estate LLC Appleton, WI
2. Co-owner & Broker: Century 21 Great American Appleton, WI
3. Owner: Mortgage Plus & Financial Corporation (Mortgage Broker)
4. Director of Sales: Century 21 Great North (Regional Franchisor)
5. Co-Owner: Century 21 Gold Key Realty Marshfield, WI

K.C. believes in community involvement and is presently an active supporter of Susan B. Komen search for the cure and Children's Miracle Network. In the past he has been involved with the Rotary and Elks Club's.

K.C. carries over 31 years of experience in Commercial, Residential and Development in Real Estate and Management thru out the State of Wisconsin. K.C. has been licensed as a Real Estate Broker since 1980. His Real Estate company's have always carried a distinction of having high per person production and has received recognition for customer service and outstanding sales on a local, state and national level. K.C. has been awarded the Excellence in Professionalism from RANW. He has also authored a sales and management training program, "Hands of Sales and Sales Management" based on the Psychology of Guided Discovery.

I look forward to directing the team to focus on creating sales in LAKE PARK SQUARE and LAKE PARK VILLAS and feel confident in our marketing program.

Professional and Personal reference are available upon request.

John Gabbey Bio

John W. Gabbey
1447 Stead Dr.
Menasha, WI 54952

Contact: 920-858-7887
John.Gabbey@REMAX.net

Military: I served 6 years in Wisconsin Army National Guard
Military Occupational Specialty: Tank Driver

Education: University of Wisconsin-Whitewater
BBA-Marketing

Post UW Education

I have continued developing my skills by taking the following classes and seminars in Accounting, 1031 Property Exchanges, Financing Commercial Properties, New Commercial Developments, Commercial Risk Reduction, Condominiums: Sales, Marketing & Exchanges, Computer skills, Professional Standards, Marketing in 21st Century, Management by design

Professional Accomplishments

I was asked to sit on a panel for Code of Ethics and Standards Council for Northeast Wisconsin, as well as Professional Standards Arbitration Analysis, Professionalism in Commercial Real Estate Practices. I was also Chairman Commercial Council of Northeast Wisconsin, 2 terms. I volunteer for public service events.

Employment

15 years Snap-On-Tools Corp., I was Sales and Marketing Manager for Wisconsin.
15 years FMC Corp., I was Sales Manager for western half of the United States.
10 years Commercial Real Estate Specialist with emphasis on vacant land development

James Fletcher Bio

James Fletcher, Commercial Real Estate Broker
RE/MAX 24/7 Real Estate, LLC
2835 W. College Ave.
Appleton, WI 54914

(920) 734-0247

Jim's memberships and professional associations both past and present are as follows:
Northeast Wisconsin Commercial Investment council,
National Association of Realtors,
Wisconsin Association of Realtors,
CCIM Designee
CCIM Wisconsin Chapter,
ICSC International,
Fox Cities Chamber
East Central Regional Planning Commission,
Graduate Fox Cities Chamber Leadership Program,
Wisconsin Avenue Redevelopment Committee,
Past Commodore and Board Member Appleton Yacht Club

Jim is an active supporter of Make a Wish, Boys and Girls Clubs, United Way, Juvenile Diabetes Foundation and Children's Hospital.

Jim carries over 23 years of Commercial Real Estate Brokerage, Investment, Development and Management through out all of the Fox Cities and North East Wisconsin. Jim spent his first 16 years with the Bechard Group where he was their top producer, along with being in the top 5% in the State of Wisconsin, for his last 10 years with the company. In 2005 Jim started his own company and affiliated with Coldwell Banker Commercial expanding his Commercial Real Estate Brokerage to not only Wisconsin but to Florida, Ohio, Illinois and Michigan. During this period Jim was a member in Coldwell Banker's National Circle of Distinction Club in the years of 2006, 2007 and 2008, which is made up of only 1% of all Colwell Banker Commercial Brokers in the Nation. In 2008 Jim was also honored as

Coldwell Banker Commercials Number One Producer in the State of Wisconsin. With the changing economy James found that a joining of forces with RE/MAX 24/7 Real Estate, LLC would provide a better avenue to take care of present and future clients and made the decision to close his company and join RE/MAX 24/7 in September 2011,

During his 23 years, Jim has obtained hundreds of connections with Brokers all over the country and developed a large contact list enabling him to extensively market properties he represents to many sources outside the area which was enhanced significantly with the joining of RE/MAX 24/7.

In connection with the Menasha project Jim has considerable experience with Municipal Development with the following communities: Town of Greenville, Village of Wrightstown, Town of Grand Chute and Town of Menasha.

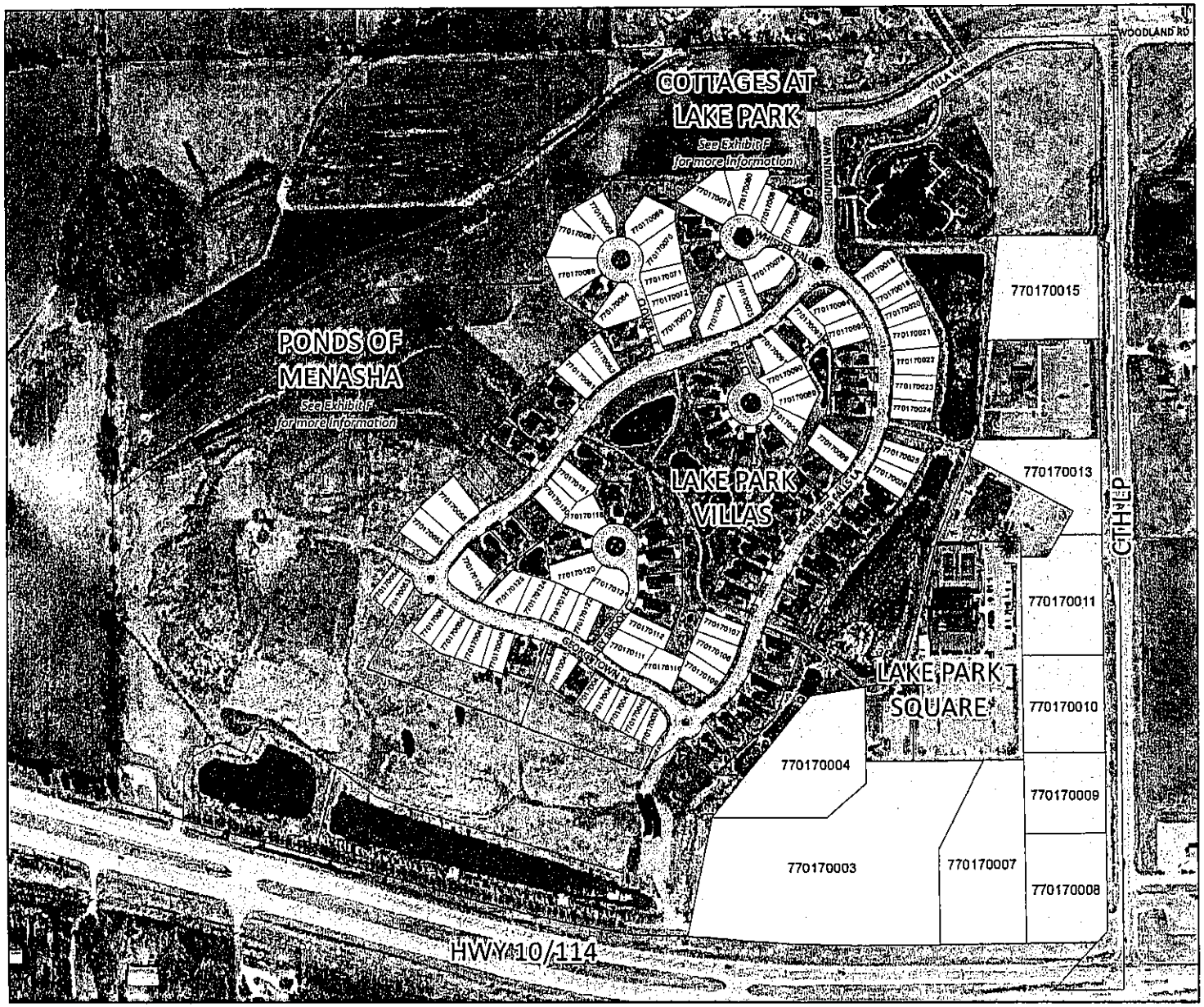

Exhibit A: Lake Park Area Map

City of Menasha, Calumet County, Wisconsin

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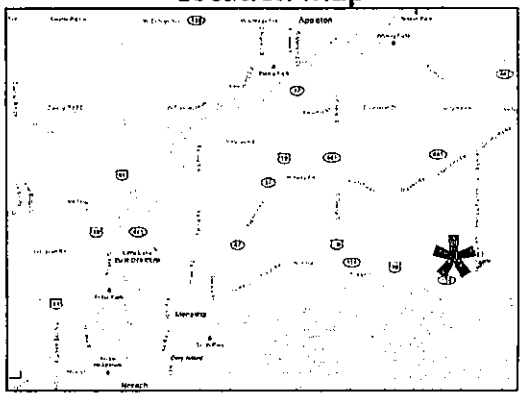
Legend

- RDA Owned Lake Park Villas Residential Lots
- RDA Owned Lake Park Square Commercial Lots

Location Map



Real Estate Proposal

LAKE PARK VILLAS
MENASHA, WISCONSIN

Menasha Redevelopment Authority

Menasha

Prepared By:

Lisa Ripley
(920 475-4151
(920) 993-5749
lripley@coldwellhomes.com

Corey Krueger
(920) 419-2631
(920) 993-8155
ckrueger@coldwellhomes.com

COLDWELL BANKER

THE REAL ESTATE GROUP, INC.

5107 N Ballard Rd
Appleton, WI 54913

Real Estate Proposal

LAKE PARK VILLAS
MENASHA, WISCONSIN

Real Estate Proposal: Lake Park Villas

Preparer:
Lisa Ripley and Corey Krueger
Coldwell Banker The Real Estate Group, Inc.
5107 North Ballard Road
Appleton, WI 54913

Thank you for the opportunity to provide our residential real estate services to you. At Coldwell Banker TREG, we have over 450 local agents available in the Fox River Valley who are dedicated to closing sales within our company. You not only get the advice and services we personally provide, but you will receive the Strength of the Group. The attached proposal is intended to offer a marketing strategy, sales strategy, and roadmap that will add value to the the developed community and the City of Menasha as a whole.

Lisa Ripley
(920 475-4151
(920) 993-5749
lripley@coldwellhomes.com

Corey Krueger
(920) 419-2631
(920) 993-8155
ckrueger@coldwellhomes.com

COLDWELL BANKER

THE REAL ESTATE GROUP, INC.

5107 N Ballard Rd
Appleton, WI 54913

XVII. Submission Form

SUBMITTED TO: Menasha Redevelopment Authority
140 Main St
Menasha, WI 54952

FOR: RDA Lake Park Real Estate RFP

DATE: 01/2/2012

NAME OF PROPOSER: Lisa Ripley; Corey Krueger

SIGNATURE OF PROPOSER: Lisa Ripley Corey Krueger

ADDRESS: 5107 N. Ballard Road
Appleton, WI 54913

TELEPHONE: 920-993-7002

EMAIL: LRipley@coldwellhomes.com
CKrueger@coldwellhomes.com

Focus of Services: Residential
Section VII Part B of RFP

Our intent with this project is to assist in the marketing and sales of the residential lots in Lake Park Villas.

Work Plan: Real Estate Advising

Section IV Part A of RFP

A. Asking Price for lots- Looking at approximately 30 recent lot sales in nearby subdivisions such as Emons Acres, Oakwood Estates, and Woodland Trail II the sale price ranged from $37,900 to $45,900. The lot size range is from .28 acres to .45 acres.

   When lot configurations for Lake Park Villas are complete and we know exact lot size and type of home that can be built on that lot, we will be able to give a more accurate opinion on list price. We do however expect the sales prices to be in the $37,900 to $45,900 range as the lots sold in the subdivisions mentioned above.

B. Lot Configuration- We recommend that lots along Whisper Falls Lane, the North Side of Georgetown Place, and Eden Court to be combined. We recommend this in order to create larger lots that would accommodate single-family homes with three car garages.

   We also recommend lots on South side of road on Georgetown Place to be used and marketed as lots for zero lot line properties. We have sold 10 zero lot line homes in Emons Acres subdivision in the past year for a local builder. The lot sizes have been approximately 100' wide and 130' deep.

C. Covenants/Restrictions- Home Standard Minimums on Exhibit E seem consistent to comparable subdivisions. Main differences noted are that most subdivisions do not require full brick front and have a square footage minimum of 1500 square feet.

Work Plan: Anticipated Marketing Strategy Section IV Part B of RFP

- Prepare information booklets about entire development to send to builders and other local real estate companies.
- Partner with local graphic design company to come up with a logo and brand for the specific residential and multi-family listings at Lake Park Villas.
- Set up website for Lake Park Villas through Coldwell Banker that contains lot prices and sizes, community information, nearest school information, etc.
- Other social media would include: Facebook page dedicated to Lake Park Villas, Linkedin page also featuring Lake Park Villas to connect with other real estate agents, builders, lenders etc. This will keep the contacts informed on activity and will aid in the promotion of Lake Park Villas.
- Coldwell Banker signage at main entrance, as well at each individual lot. Each lot sign will be given a specific identification number. Potential buyers will have the ability to receive information on that specific lot by entering the listing ID number on our website, or by calling the toll free number provided on the sign. Our customer service department is available seven days a week to take these calls.
- Quick access through mobile marketing to enhance listings. Development will be tied to a text message I.D. service on main entrance signage, enabling a quick response. Each time an inquiry is made through this service, we receive notification immediately to our cell phones which allows us to follow up with the prospective buyer instantly.
- Advertise with listing distribution company (to receive maximum exposure) which will export to over 200 real estate websites.
- Properties enhanced in Multiple Listing Service and Coldwell Banker sites and also added to the IDX. IDX allows for exchange of information and is distributed to all participating local real estate companies.
- WIREX is a state wide listing service that the properties will be featured on. This will allow all of the properties to be available to builders throughout the state.
- Internal promotion through our company meetings and information sent to our other offices in the Valley will increase salability.

Work Plan: Coordination with Partners
Section IV Part C of RFP

Coordination with Cypress Homes and Lexington on the development of Ponds of Menasha, The Cottages at Lake Park, and Lake Park Villas will be an ongoing process. Through open communication and exchange of information regarding recent sales, activity, and upcoming building projects, we will be well informed and up to date on the progress of the development going on in each area. We will all be able to better communicate that information with prospective clients which will lead to increased sales.

Furthermore, we can use this valuable information to attract builders and inform them of the activity and what we are having success with. This will help them in the decision making process on what is appropriate should they decide to build a spec home or have a contract customer that they can promote the development to.

Work Plan: Progress Reporting
Section IV Part D of RFP

We will provide a written bi-weekly report to the Menasha RDA. This report will contain information on the following:

- Updates and copies of our current marketing efforts
- Updates on activity and potential lot sales within the development
- Status of current lot sales pending within the development
- Status of homes under construction and estimated completion date
- New listings and sales updates on existing homes in subdivision
- Market info regarding new listings, sales, price changes, etc in nearby subdivisions

This report will be generated every two weeks and put in writing so you have for your records. We will also be in touch via telephone or email on a regular basis with any new developments or pertinent information.

History and Experience
Section VII Part D of RFP

Corey and Lisa are a team of aggressive real estate agents with extensive knowledge and experience in the marketing and sales of new homes, existing homes, and vacant land in the Fox Valley area. We have combined for 15 new construction home sales in 2011.

Corey Krueger:
Realtor since 2006
Designations: CRS, GRI, GREEN
Coldwell Banker The Real Estate Group Inc.
Cell: (920) 419-2631
Office: (920) 993-8155
Email: ckrueger@coldwellhomes.com

Lisa Ripley:
Realtor Since 2006
Designations: ABR
Coldwell Banker The Real Estate Group Inc.
Cell: (920) 475-4151
Office: (920) 993-7002
lripley@coldwellhomes.com

Compensation
Section VII Part E of RFP

We are a full service real estate company that covers every detail of the sale from the date of listing all the way through closing. The requested compensation for our services is 8% commission plus a $50.00 administrative fee for each lot sale.

References
Section VII Part F of RFP

Jon and Jodi Huss - Owners, Midwest Design Homes
N2335 West Frontage Rd
Kaukauna, WI 54130
(920) 759-9000

Angie Bodenheimer - Owner, Pinnacle Title Services
3020 E College Ave Suite 1
Appleton, WI 54915
(920) 968-7883

Jesse Fritsch - Owner, Fritsch Appraisal Services
W4774 Nature Lane
Sherwood WI, 54169
(920) 989-1409

Tom Rooney - Marketing Director, Mark Winter Homes
2025 N Casaloma Dr
Appleton, WI 54913
(920) 730-4090

Dina Mitchell - Broker, Coldwell Banker
5107 N Ballard Rd
Appleton, WI 54913
(920) 993-8180

Conflict of Interest Statement & Supporting Documentation
Section VII Part G of RFP

Not Applicable. We have no professional or personal financial interests which would be a conflict of interest in representing the Menasha RDA. No Additional compensation will be received for investment or re-investment products or financial services.

COLDWELL BANKER

THE REAL ESTATE GROUP, INC.

THE REAL ADVANTAGE

Lake Park Villas Proposal

Prepared for: City of Menasha Redevelopment Authority

Prepared by: Amy Rockwell, Realtor®, GRI, RCC, CNHS, e-Pro

Thomas A. Werth, Realtor®, GRI

Monday, January 2, 2012

Proposal number: 01-2012

Coldwell Banker TREG Inc. 5107 N. Ballard Road, Appleton, WI 54913 **T** 920-810-6681 **E** arockwell@coldwellhomes.com

COLDWELL BANKER
THE REAL ESTATE GROUP, INC.
THE REAL ADVANTAGE

Executive Summary

Objective

To provide Menasha Redevelopment Authority (RDA) with residential professional real estate brokerage services and marketing for vacant properties and lots in Lake Park Villas currently owned by RDA and to provide overall marketing consulting and liaison support for both the vacant residential AND commercial properties.

Goals

Provide a vibrant, integrated residential and commercial development featuring commercial space that supports the Lake Park Villas, The Cottages and the Ponds of Menasha residents but also draws the public from surrounding subdivisions and areas. A destination community.

Solution

Create a development that serves multiple purposes. A place to Live, Play, Eat and Shop. Similar successful projects have been done in other areas of the country on a somewhat larger scale. We believe the location of LPV can support a similar project on a smaller scale and already has a great beginning already in place with its combined residential and commercial real estate.

Ray Oldenburg, is an urban sociologist from Florida. Oldenburg identifies third places, or "great good places", as the public places where people go to interact. This is along with the first places (home) and second places (work). The third places are where people go voluntarily to enjoy the company of others in an informal gathering beyond the realms of home and work. This is where the commercial aspect of LPV can fulfill a very important need that's lacking in other residential communities. In order for the residential portion of LPV, The Cottages and the Ponds of Menasha to flourish, special attention must be given to the commercial space bordering the site. Pursuing businesses that will benefit the surrounding homes and creating a variety of third place options for residents is what's needed. It creates a sense of community or a "destination" neighborhood. It will also draw residential buyers to the location by adding extra value they can't find elsewhere.

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THE REAL ESTATE GROUP, INC.
THE REAL ADVANTAGE

Our Thoughts

Residential - Target Demographic

The residential element of the project needs to be adjusted to attract the proper buyers. The ideal demographic for this project is multilevel. The homes need to attract an age group ranging from 30-65 years of age. This allows for a mix of single professionals, young couples both with and without children, and most importantly aging baby boomers that want to downsize but do not want to overspend. Many of these baby boomers will have second homes in warmer climes during the winter months so they have to find a balance to make their seasonal lifestyles possible. Key to the needs of these buyers are: 1). Quality 2). Value and 3). Convenience. Size is less important. They are willing to get by with less square footage providing the quality is evident and the space is highly functional. They also have placed renewed importance on living a healthy lifestyle and want to be close to trails and fitness facilities. They are environmentally more aware and desire the ability to walk or bike to shopping outlets and other services.

Commercial Target Demographic

The residential buyer demographic referenced has a desire to be part of a community and not just a subdivision where they wave to their neighbor as they drive off to work or say,"hi" on the weekend from behind a 6 foot privacy fence. They want to bike over to a place like Sliders and catch up with neighbors over lunch or take classes with them at the fitness center, etc. They want convenience and they want to do business with people they know. The commercial part of the project must actively seek a variety of businesses that support the residential side of the project. Simply filling commercial space for the sake of filling it will not benefit the residents or the City of Menasha. The businesses must primarily serve the needs of the surrounding residents to enhance the feeling of community. The point is to create a business area that thrives rather than become just another collection of that come and go like ones found in so many area strip malls. Obviously, this isn't something that happens overnight but this type of project could greatly benefit the City of Menasha long term if strategic thought is given to the businesses targeted for the project. A suburb of Minneapolis Minnesota faced a similar situation when an aging shopping mall was razed. They adapted this similar idea on a larger scale and included not only a shopping, dining, entertainment and residential community but also office space. The project broke ground in 2003/2004. Today that project is very successful and contributes greatly to the suburb's economy.

Lifestyle Snapshot

The plan is to market an overall lifestyle rather than market just lots or just commercial space. The community of Lake Park Villas, The Cottages and The Ponds of Menasha need to embrace the following key elements and these would be the basis for all marketing. **LIVE, EAT, PLAY, SHOP**

LIVE

- Lake Park Villas
- The Cottages at Lake Park Villas
- The Ponds of Menasha

EAT (some examples)

- Bistro-type restaurant with seasonal outdoor dining overlooking pond
- Bar & Grill (existing)
- Coffee/Bakery

PLAY (examples)

- Trails (existing)
- Fitness Center & Pool (existing)
- Daycare (existing)
- Park and amphitheater (future)
- Seasonal community events like farmers market, holiday events, concerts, etc.

SHOP (examples)

- Grocery store
- Hair salon
- Drugstore/RX
- Dry cleaning
- Liquor/Wine store

Focus of Services

Our initial focus was on the residential real estate aspect of this project. However, our research and our experience level lead us in a broader direction. While our intent would still be to list and market the residential lots for the Menasha RDA, we recognize a huge need for the entire project to have common vision. That requires someone who can comfortably and professionally, coordinate and communicate with everyone involved to ensure continuity of the overall marketing of the project. Everyone from the Menasha RDA to a commercial broker and to the existing partners of Cypress Homes and Lexington homes who all share a common interest in the success of this project. We propose to provide services in the following manner:

1). Market all Menasha RDA owned residential lots and jointly market the overall project idea we propose.

2). Serve as architectural control board to make sure the homes built comply with restrictive covenants

3). Communicate regularly with Lexington Homes and Cypress Homes to ensure everyone is working together towards a common goal and create an environment of friendly and cooperative competition.

4). Work closely with a commercial broker to target specific businesses to create an overall community environment

5). Provide consulting services to the Menasha RDA concerning wide-range marketing and advertising plans that promotes the entire project and is reflective of the "Live, Eat, Play and Shop" idea.

6) Design incentives to attract builders

7) Work closely with the real estate community to make it easy for other agents to sell the lots to their prospective buyers.

Work Plan

Much has changed in the world of real estate since LPV was initially conceived and so has the buyer demographic for this particular project. Previous lot prices may be unsustainable considering our current market, and although lot prices may be a driving force of sales production, what could be included in the price may be something to "add value" to the sale. For instance, no condo fees for a specific time, fees waived at the health club for a limited time, gift certificate to Sliders Sports Bar or a combination of these. Including value ads for the nearby businesses is also a great way to introduce new residents to their new community and business owners, too. Lot prices may need some adjustment but before making those adjustments, much may depend on whether the Menasha RDA chooses our broad lifestyle focused marketing idea or opts to continue on the current path of simply selling lots and commercial space the traditional way.

Incentives will be needed to offer to builders to build spec homes at LPV. Model homes greatly facilitate the sale of lots as they allow prospective buyers with a tangible experience plus provide a captive audience for us to sell not just a lot but the community experience. Attracting builders could prove difficult, however, due to the dwindling numbers of builders with money to put up model homes. Additionally, many know the history of LPV and may be difficult to convince.

Sales facilities. Although it appears Lake Park Fitness Center might now own what once was the "Clubhouse" space for LPV, it would be helpful if that space could be used jointly by us as well as Lexington Homes, Cypress Homes and the commercial broker of the space as an onsite sales center. It would also serve as a common meeting space for regular joint update meetings to review marketing progress, sales progress, and strategizing. Again, it will take everyone's efforts combined for this long stalled project to be completed and be successful.

A website for Lake Park Villas must be created. Its unclear whether the url www.lakeparkvillas.org is an official site or not. Also, the domain www.lakeparkvillas.com was not accessible. It wasn't clear if the domain name is available or has been purchased and is just not functioning. If not owned already, the City of Menasha should immediately try to buy the www.lakeparkvillas.com domain. Most buyers will instinctively try to use a .com extension rather than a .org web address when searching online. This website would be supported by social media marketing on Facebook, Twitter and the use of a blog.

Printed sales kits would also need to be made available to prospective buyers along with online marketing. Again, we're selling something intangible so it becomes an important part of the selling process to have printed materials to place in a buyer's hands.

Targeted postcard mailings matching the buyer demographic on a regular basis.

Coordination with Partners

Lexington Homes is already part of our Coldwell Banker The Real Estate Group Inc., family of builders and we personally have a long relationship with Cypress Homes Inc. We are in a unique position of strengthening the total marketing of the project as whole due to our established relationships with these two companies. We've also worked with many of the commercial brokers in the area and are confident we can establish a cooperative working relationship with your selected commercial broker.

Progress Reporting

We propose to initiate monthly meetings with Lexington Homes, Cypress homes and the commercial broker (to be determined) for the purpose of updates, issues met with and use the meeting as a forum for ideas to forward the project. Agendas and minutes of these meetings will be recorded and distributed to the RDA promptly.

Firm's History & Staff Experience

Coldwell Banker The Real Estate Group has been helping people in northeast and central Wisconsin find their dream home for over 50 years. We are the #1 real estate company in Northeast Wisconsin. With over 450 sales professionals in 20 offices to serve you including offices in Appleton, Baileys Harbor, Black Creek, Egg Harbor, Fish Creek, Green Bay, Greenville, Manawa, Manitowoc, Neenah, New London, Oshkosh, Stevens Point, Sturgeon Bay, Wautoma and Waupaca.

NATIONAL REACH, LOCAL FOCUS
Founded in 1906, Coldwell Banker is America's oldest and most trusted real estate company. We have extensive local and national resources with 3,300 real estate offices in 49 countries and territories.

Thomas A. Werth, GRI

Licensed residential real estate broker since 1979, Tom has experience working with buyers and sellers of all types. His history includes successful representation of several subdivisions over the years, and with over 18 years of close association with Cypress Homes Inc., brings a wealth of new construction and project management experience to the table. Tom's industry longevity, variety of experiences and vast network of contacts are invaluable resources to our real estate business. Tom is also a past president of the Realtors Association of Northeast Wisconsin (RANW).

Amy B. Rockwell, GRI, RCC, CNHS, e-Pro

Licensed as a residential real estate salesperson since 2003, Amy is an experienced agent who also specializes in new construction. She has designations in new construction as a Certified New Home Sales (CNHS) consultant and is also Residential Construction Certified (RCC). These designations attest to Amy's experience, knowledge and dedication to the sale of new construction.

Previously, Amy worked for 25 years in the meeting planning and incentive travel business as a professional buyer responsible for negotiating hotels, cruise ships, convention centers, etc., for professional meetings, incentives and conventions ranging from 100-10,000 people or more worldwide. She also served on many advisory boards for hotel companies and cruise lines such as Ritz-Carlton, Marriott, Fairmont Hotels, Four Seasons, Royal Caribbean, Cunard Lines and others to help refine their brands, products, services and marketing strategies.

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Considering our backgrounds and experience, we know how to work with not only the commercial broker you select for the project but also the existing contractors for both The Cottages and The Ponds of Menasha. Communication and cooperation with these other partners is paramount to the success of the entire project. We are currently unaware of any other firms, teams or individual agents who can bring this level of expertise to bear with the common goal in mind, and work closely with everyone.

Compensation

Listing commission for the lots would be 10% per lot plus an additional $50 per lot fee required by Coldwell Banker corporation and has been pre-negotiated on behalf of the Menasha RDA from the original $150 per lot cost. Commission is set at 10% allowing us to offer a competitive co-broke to MLS member agents to sell the lots to their prospective buyers and due to the overall project size and scope of our duties and time.

References

Mr. Cyril "Wimpy" Wimberger
Classic Hardwood Floors
1701 E. Newberry Drive
Appleton WI 54915
920-540-1354

Mr. Michael Blank
Cypress Homes Inc.
1500 W. College Avenue, Suite A.
Appleton WI 54914
920-707-2002

Mrs. Joyce Bytof
Coldwell Banker The Real Estate Group Inc.
5355 Schroth Lane
Appleton WI 54913
920-993-4550

COLDWELL BANKER

THE REAL ESTATE GROUP, INC.

Residential Proposal
Real Estate Brokerage and Marketing Services
For Lake Park Villas Area

Kara Homan, AICP, Principal Planner
Attn: RDA Lake Park Real Estate RFP
c/o City of Menasha
140 Main Street
Menasha, WI 54952
khoman@ci.menasha.wi.us

Submitted by:
John Coughlin
Coldwell Banker, The Real Estate Group, Inc.
920-450-5500
john@isellrealestate.com

A. Real Estate Advising.
   a. Asking price for lots...$19,900 for non waterfront lots and $24,900 for waterfront lots
   b. Lot configurations...keep lots as they are; why spend more money to change. Also you'll may disrupt the original established designed
   c. Covenants/restrictions...keep as they are.
   d. Other real estate advising you see as necessary...**reduce lot prices to be very completive**. Promote the project as a P.U.D with a home owners association not a condominium.

B. Anticipated Marketing Strategy.
   a. MLS
   b. Several websites
   c. Agency promotion
   d. Builders Association
   e. Marketing signs

C. Coordination with Partners.
   a. Lexington Homes and Cottages at the Lake are already affiliated with Coldwell Banker, The Real Estate Group, Inc.
   b. Cypress Homes. Have put transactions together with them in the past and have a good working relationship with them.
   c. GRUBB & ELLIS Commercial. Would communicate by referring back and forth with them if they would be marketing the commercial property.

D. Progress Reporting.
   a. Report monthly in writing to the Menasha Redevelopment Authority.
   b. Communicate more often with any urgent activity; both written and verbal.
   c. Email and other communication as needed.
   d. Make suggestions for changes and updates as may be determined by the market and productivity in a timely manor.

Project Timeline: The agency would request a one year listing agreement.

Focus of Service: Residential

Firm History: The agency Coldwell Banker, The Real Estate Group, Inc. (owners Otto and Joyce Bytof) have been actively selling real estate in the community for more than 50 years

Staff Experience: Qualified in marketing land for over 30 years. Websites designed just for land plus would ad Lake Park Villas to many other real estate websites. Listing agent is also member of the "LandThink" social media.

Compensation: 8% plus $50 per lot sale or a minimum commission of $2400 plus $50 per property sold below $25,000.

References:
Ron Duuck - Lake Park Villas resident
Richard Eiberger – Retire Town of Menasha assessor
Pat Gambsky – Local builder/business person

XVII. Submission Form

SUBMITTED TO: Menasha Redevelopment Authority
140 Main St
Menasha, WI 54952

FOR: RDA Lake Park Real Estate RFP

DATE: JANUARY 3, 2012

NAME OF PROPOSER: JOHN COUGHLIN, AGENT
COLDWELL BANKER, THE REAL ESTATE GROUP, INC

SIGNATURE OF PROPOSER: John Coughlin

ADDRESS: 1050 N LYNNDALE DR
APPLETON, WI 54914

TELEPHONE: 920-450-5500 CELL

EMAIL: john@isellrealestate.com

Proposal for Menasha Redevelopment Authority

Lake Park Square

GRUBB & ELLIS
Pfefferle
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Menasha

Lake Park Square

City of Menasha
140 Main Street
Menasha, WI 54952
920-967-3600
Website: www.cityofmenasha-wi.gov

Proposal for Menasha Redevelopment Authority
Lake Park Square

GRUBB & ELLIS
Pfefferle
Independently Owned and Operat

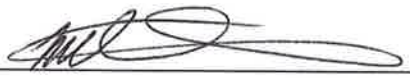
XVII. Submission Form

SUBMITTED TO: **Menasha Redevelopment Authority**
140 Main St
Menasha, WI 54952

FOR: **RDA Lake Park Real Estate RFP**

DATE: January 4th, 2012

NAME OF PROPOSER: Grubb & Ellis | Pfefferle

SIGNATURE OF PROPOSER: 

ADDRESS: 200 E. Washington St. , Suite 2A

Appleton, WI 54911

TELEPHONE: (920) 968-4700

EMAIL: Patrick Connor: patrickc@gepwi.com
or Mike Pfefferle: mikep@gepwi.com

Table of Contents

GRUBB & ELLIS
Pfefferle
Independently Owned and

1. Description of Services Provided

Asking Price of Lots
Possible Lot Configuration
Menasha 20 Year Plan
Marketing Strategy

2. Project Timeline

3. Deliverables

Why Grubb & Ellis?
Value Proposition to Our Clients
Grubb & Ellis Team

Proposal for Menasha Redevelopment Authority
Description of Services Provided

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Description of Services Provided

A. Real Estate Advising

a. Asking price of lots : See map.

EXHIBIT C: RDA-OWNED LAKE PARK SQUARE PARCEL INFORMATION

PARCEL	LEGAL DESCRIPTION	ZONING	SQUARE FEET	ACRES	ASKING PRICE
770170015	LAKE PARK VILLAS PLAT LOT 15	C-1 General Commercial	74,531	1.71	$110,000
770170011	LAKE PARK VILLAS PLAT LOT 11	C-1 General Commercial	62,378	1.43	$120,000
770170013	LAKE PARK VILLAS PLAT LOT 13	C-1 General Commercial	51,052	1.17	$100,000
770170009	LAKE PARK VILLAS PLAT LOT 9	C-1 General Commercial	44,083	1.01	$65,000
770170010	LAKE PARK VILLAS PLAT LOT 10	C-1 General Commercial	53,405	1.23	$75,000
770170008	LAKE PARK VILLAS PLAT LOT 8	C-1 General Commercial	60,984	1.4	$120,000
770170007	LAKE PARK VILLAS PLAT LOT 7	C-1 General Commercial	94,438	2.17	$135,000
770170003	LAKE PARK VILLAS PLAT LOT 3	C-1 General Commercial	251,820	5.78	$195,000
770170004	LAKE PARK VILLAS PLAT LOT 4	C-1 General Commercial	82,851	1.9	$83,000

b. Lot configuration – is adequate at this time; however, we should have the ability to combine lots and create a new certified survey map and also have the ability to divide existing lots down to a minimum of one acre size. See example.

c. Covenants/restrictions – lots are zoned as C-1 General Commercial. We recognize that the City of Menasha is preparing a 20 year plan and we will use that as a guideline when marketing the lots. We will follow any existing covenants / restrictions currently in place for the commercial lots. See excerpts.

d. Other real estate advising you see as necessary – Please refer to the Marketing Strategy and Progress Reporting sections of the response.

Proposal for Menasha Redevelopment Authority

Asking Price of Lots

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Proposal for Menasha Redevelopment Authority

Possible Lot Configurations

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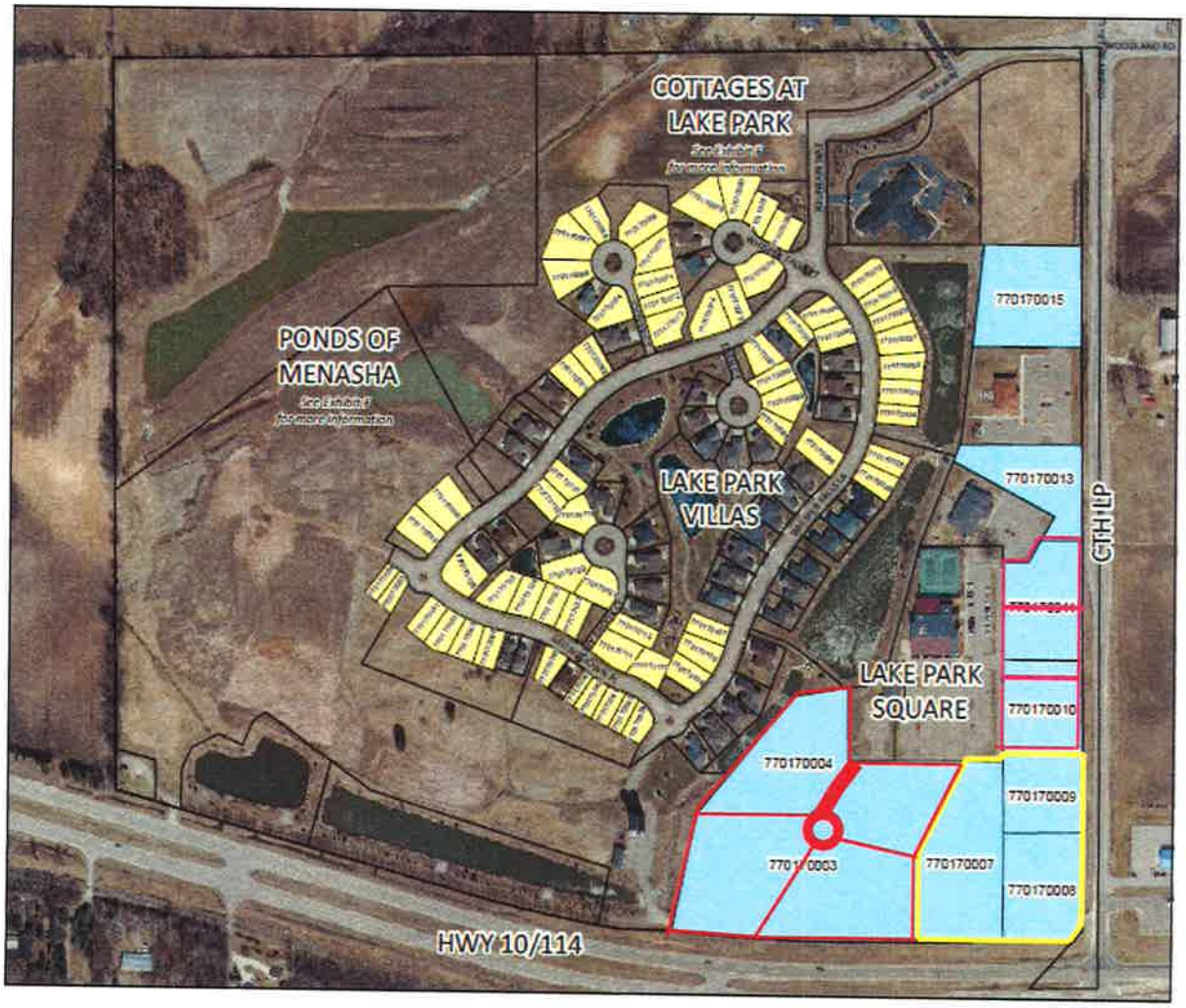

Exhibit A:
Lake Park Area Map

City of Menasha,
Calumet County, Wisconsin

Legend

- Possible Breakdown to 1 Acre Parcels
- Would make a nice corner parcel
- Potential Cul-de Sac

RDA Owned Lake Park Villas Residential Lots

RDA Owned Lake Park Square Commercial Lots

Location Map

Proposal for Menasha Redevelopment Authority

Menasha 20 Year Plan –Existing Land Use

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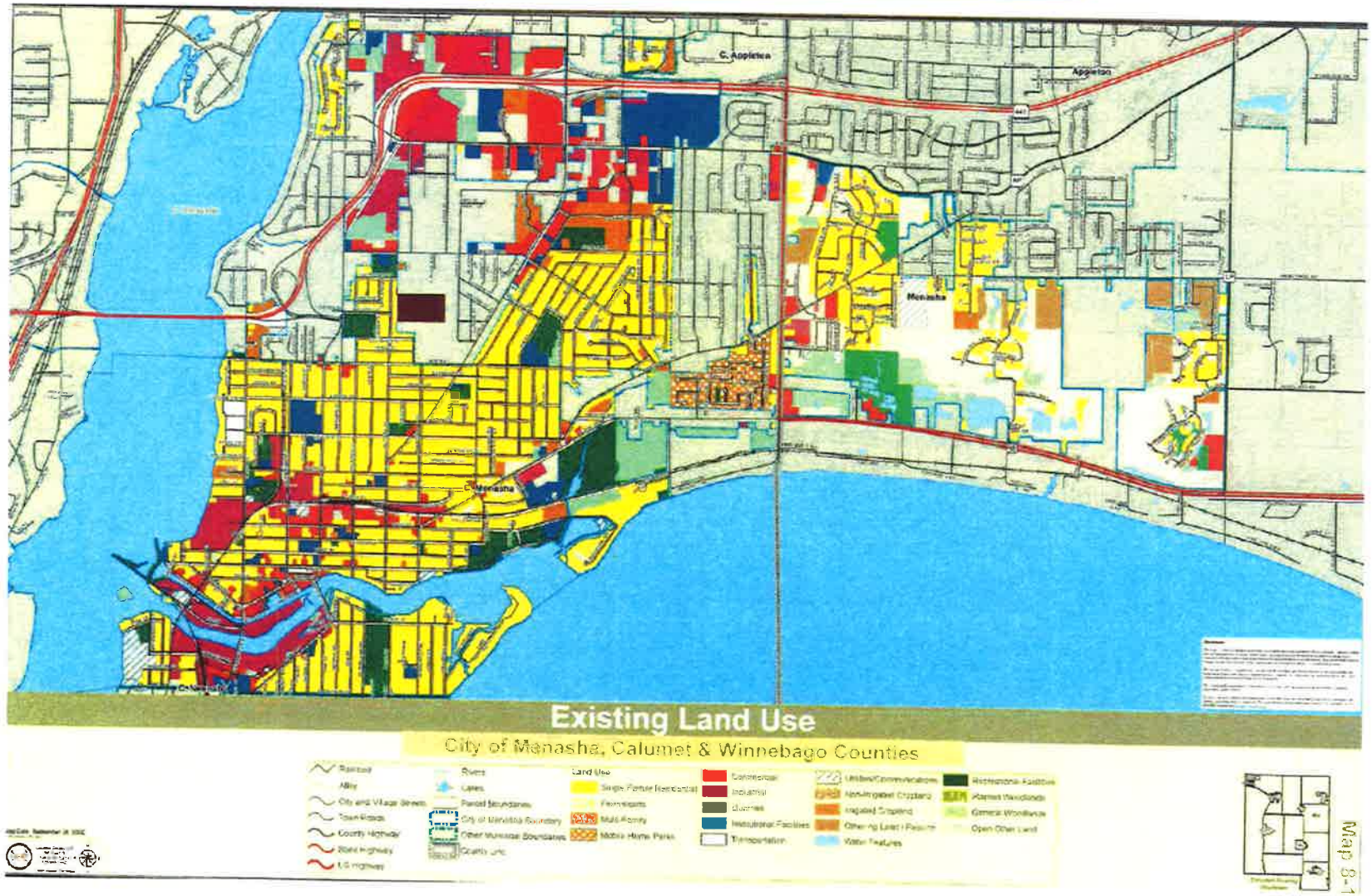

Proposal for Menasha Redevelopment Authority

Menasha 20 Year Plan - Future Land Use

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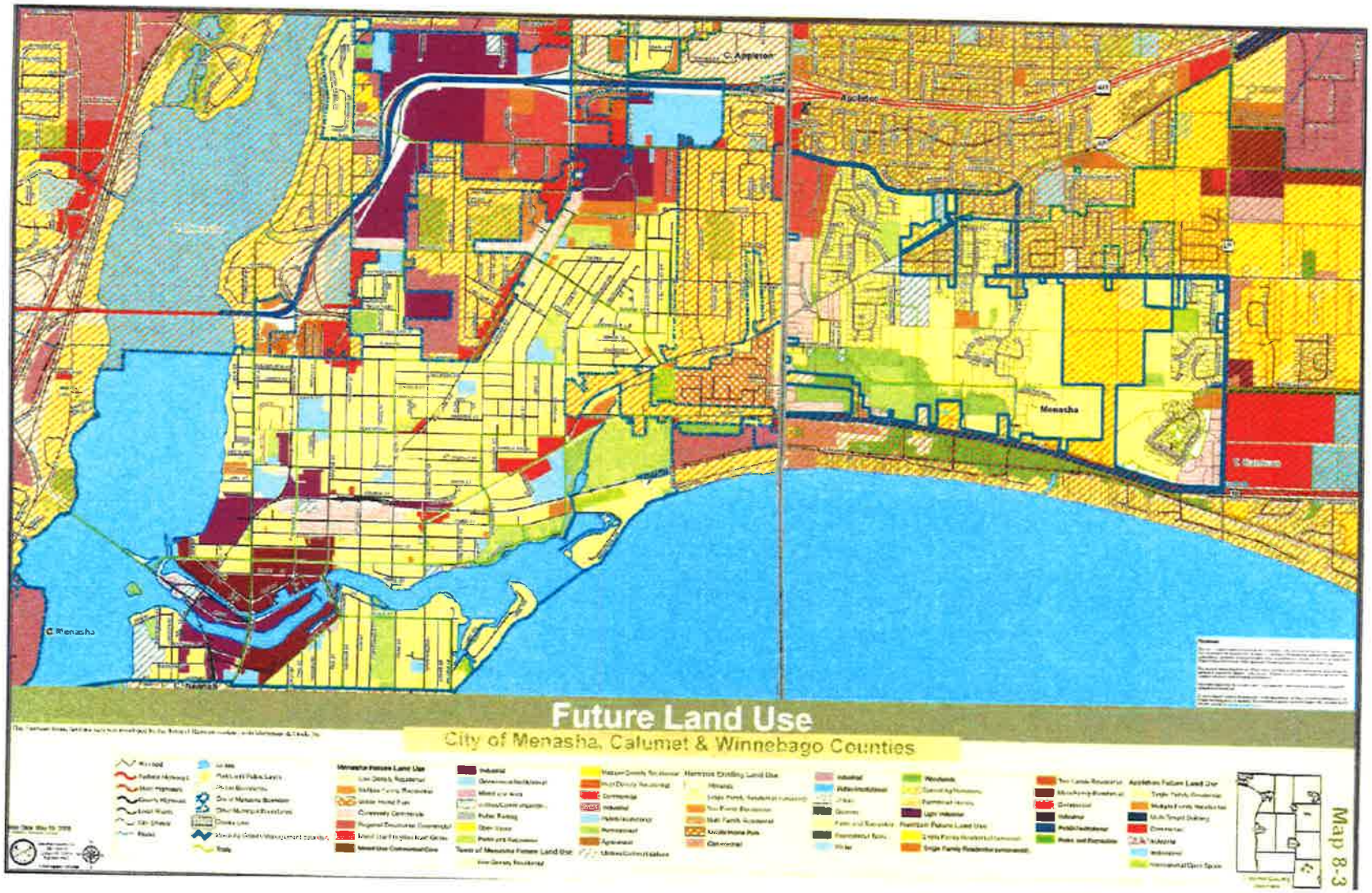

B. Anticipated Marketing Strategy

See Marketing Strategy document.

C. Coordination with Partners

We will coordinate marketing efforts with Coldwell Banker The Real Estate Group for both the commercial lots in Lake Park Square and the vacant residential lots in Lake Park Villas. We will include their residential marketing information with our own marketing materials. We have also contacted Lexington Homes and Cypress Homes.

D. Progress Reporting

We will provide monthly reports for the first six months, and quarterly reports after that time. We will also provide updates on initial contacts and status of interested parties on an on going basis.

Proposal for Menasha Redevelopment Authority
Marketing Strategy

GRUBB & ELLIS.
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Overview

Grubb & Ellis' specialists serve the specific needs of buyers and users in the Northeast and North Central Wisconsin marketplace. Because we specialize in commercial properties, we understand how market conditions and physical property characteristics affect the decision-making process for our clients. We take the time to completely understand your goals, both short- and long-term, -and craft strategies to minimize risks and maximize value.

Our professionals can advise you on a marketing strategy that will target specific buyers, in order to generate maximum interest and enhance the value of your assets. Our professionals integrate company-wide resources including strong market leasing and sales experience, which establishes best practices and identifies the most appropriate solution for your specific assignment. In addition, our clients receive the added value of our specific target databases, customized technology—intranet and web-based tools—and renowned in-house research, which enables our professionals to provide you with all the knowledge necessary to make sound decisions, while at the same time, executing assignments quickly, efficiently, profitably, and to the highest industry standards.

A multifaceted approach will be used to market your property:

SCOPE OF TARGETED BUYER

Grubb & Ellis will identify and target specific users of appropriate size and compatible services/business activity that fits the property. The backbone of marketing efforts will be the "frequency and reach" of the Team, utilizing marketing strategies and materials specifically prepared for the property, along with a proactive geographic/marketing campaign increasing awareness of the property through Northeast and North Central Wisconsin.

- PROSPECTS IN THE MARKET—we are constantly developing and refining a list of "Prospects in the Market." This is a compilation of all prospective users for various types of properties that may be considering Northeast and North Central Wisconsin for their facility solution or considering expansion or relocation within the market. This is a dynamic tool used by the Team. We will aggressively act to ensure that each prospect on the list is aware of your property.

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SPECIFIC MARKETING TOOLS

The goal is to achieve maximum exposure for the property among the buyer and broker/agent communities and to present features to our target market, creating immediate awareness and interest in the property.

- **ELECTRONIC MARKETING**-we will utilize our national, regional, and local networks to implement a specific and comprehensive marketing plan to achieve the desired goals.
    1. List property on Grubb & Ellis | Pfefferle's web site: www.gepwi.com
    2. List property and photo(s) on LoopNet, the nation's largest commercial property listing website. With LoopNet, prospective buyers anywhere in the nation can review and inquire about your property.
    3. Email property to all commercial brokers in Northern and Central Wisconsin.
    4. New North website (www.thenewnorth.com) - New North is a consortium of business, economic development, Chambers of Commerce, workforce development, civic, non-profit, and education leaders in 18 Northeast Wisconsin counties who are working to be recognized as competitive for job growth while maintaining our superior quality of life.

- **DIRECT MARKETING** (LOCAL, REGIONAL, NATIONAL)
    1. Direct mail, mail-merge letter, or mailer to contiguous and nearby property owners and tenants within the area. Follow-up by the Team to further introduce the property. Personal introduction of the property to local and statewide economic development agencies. Standard Industry Classification (SIC) codes will be used to identify appropriate users. This identification process will include a wide range of firms that can effectively utilize the features of your property.
    2. Direct mail to personal client lists.
    3. A direct mailing prospectus highlighting the features and availability of your property will be sent to prospective businesses and investors. We subscribe to the American Business Directory and Harris databases to market your property.

SPECIFIC MARKETING TOOLS *(continued)*

- **BROKER COOPERATION (referrals)** —Business movement and geographical expansions and relocations have become an increasing source of real estate requirements in Wisconsin. Some companies are considering expansions into other markets to grow their businesses or to serve growing markets. Select businesses may be looking to Wisconsin as a relocation opportunity to take advantage of our abundant labor, quality of life, and because of our availability of reliable, affordable power.
- **PERSONAL CANVASSING** (or "cold calling") - Canvassing has always been an essential element in identifying prospective buyers for any property. While Grubb & Ellis cannot control market conditions, we can assure you of a high level of diligence and activity, along with a thorough communication of our efforts.
- **NETWORKING**—Our brokers continually network with other business and professional groups that identify with your property.
- **PUBLIC AGENCY COOPERATION**—ensure state, county, and local government agencies are aware of the property's availability, i.e. Wisconsin Economic Development Corporation, county and city Economic Development departments.
- **CONSTRUCTION AND DEVELOPMENT COMPANIES**— We will review the Lake Park Square and Lake Park Villas development with commercial construction and development companies.

MARKETING MATERIALS AND OTHER RESOURCES

Telephone follow-up, appropriate advertising, and other media sources are used to bring your property to the attention of prospective buyers

- **PROPERTY FLYER** —Design and print a high-quality color flyer, highlighting the features of your property. Information may include photos, site plans, building design, floor plans, area maps, views, building facts, area amenities, and parking availability. This flyer will be emailed to all Northeast Wisconsin commercial brokers, and will be made available to prospective buyers.
- **SIGNAGE**—Appropriate signage will be utilized (with your permission) to advertise the availability of the property and contact number. These signs may include appropriate riders to promote the features of your property.

MARKETING MATERIALS AND OTHER RESOURCES *(continued)*

- **AUCTION SERVICES**—Grubb & Ellis offers a unique on-line professional auction service that attracts bidders from throughout the world. This affiliation has developed an enviable track record for successful sales of unique, and otherwise difficult, properties to market. As a client of Grubb & Ellis | Pfefferle, you are provided a free on-line review of the auction function. A corporate facilitator will walk you through the entire process on-line.
- **PUBLICATIONS**—When appropriate, utilize local newspapers, magazines, or regional advertisements (based on mutual agreement between broker and owner).

Proposal for Menasha Redevelopment Authority
Project Timeline

GRUBB & ELLIS.
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Project Timeline

We propose a one year listing agreement with two 6 month auto renewal periods. Please see additional information under the Work Plan section concerning the timeline of our activities.

Proposal for Menasha Redevelopment Authority
Deliverables

GRUBB & ELLIS.
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Deliverables

A. See Submission Letter

B. Focus of Services

Our response primarily relates to the marketing of the commercial lots. However, as noted in "Coordination with Partners", we will coordinate efforts with Coldwell Banker The Real Estate Group.

C. Work Plan

Assuming that the contract is approved by the RDA the week of January 23rd, the timeline for our work plan will look as follows:

WORK PLAN TIMELINE	
Date	**Task**
Week of January 30th and February 6th	Prepare initial profile (marketing) sheets and signage plan.
Week of February 6th	Obtain RDA approval of profile sheet and signage plan.
Week of February 6th and February 13th	E-mail profile sheet via iContact to 1,000+ member data-base of commercial realtors, developers and other inter-ested parties. Enter property into LoopNet. Enter onto Grubb & Ellis | Pfefferle website as a featured property. These items will be completed as soon as the profile sheet is approved.
Week of February 13th	Install signage on property, except any special signage may require additional lead time.
First three months after listing	Evaluate the need for postcard mailings to targeted groups.

Proposal for Menasha Redevelopment Authority
Deliverables Cont.

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D. Firm's History and Experience

See documents titled: "Grubb & Ellis | Pfefferle Overview" , "Why Grubb & Ellis ? ", "Value Proposition to Our Clients", and Broker Profiles.

E. Compensation

8% if sold by Grubb & Ellis | Pfefferle; 10% if co-brokered. Specialty signage, media advertising, and postcard mailings over 1,000 pieces annually are considered ala carte items. After both parties have agreed upon a budget, these items will be passed through to the client. Grubb & Ellis | Pfefferle, using their in-house expertise, will manage the budget to provide optimum results.

F. References

See reference documents.

G. Conflict of Interest Statement & Supporting Documentation

Grubb & Ellis | Pfefferle has no interests which would be a conflict of interest in representing the Menasha Redevelopment Authority.

H. Proprietary Information

Grubb & Ellis | Pfefferle places no restrictions on the use of information in the proposal and acknowledges that the proposals becomes property of the Menasha Redevelopment Authority.

Proposal for Menasha Redevelopment Authority

Why Grubb & Ellis?

GRUBB & ELLIS
Pfefferle
Independently Owned and Operated

Grubb & Ellis Company (NYSE: GBE) is one of the world's leading full service commercial real estate organization, providing a complete range of transaction, management, consulting & investment services. By leveraging local expertise with our global reach, Grubb & Ellis offers innovative, customized solutions and seamless service to owners, corporate occupants and investors throughout the globe.

One of the strong competitive advantages that Grubb & Ellis has is extensive market coverage. With 130 offices in 40 states and 9 offices in 7 Canadian provinces, Grubb & Ellis is able to produce a full real estate service delivery model in every major, and most secondary, and tertiary markets. The company has 240 million square feet of commercial real estate under management, 109 million square feet of which is managed on behalf of corporate and public administration clients.

Our professionals have built a reputation for providing informed solutions that combine local market knowledge and specialty expertise with detailed analysis. The Company's local market and international research is widely considered to be some of the best in the industry. By combining this knowledge and real-time market intelligence with smart negotiation skills, Grubb & Ellis' transaction and management professionals unlock opportunities that support corporate and business goals.

Since our beginning as a local brokerage company in Northern California over 50 years ago, Grubb & Ellis Company has focused on serving the needs of its clients. Today, as these needs run the gamut from a single location to multiple regional or global facilities, Grubb & Ellis has the people, resources and the best-in-class processes to deliver superior service.

Grubb & Ellis' mission is to provide a comprehensive array of integrated real estate services to owners, users, and investors of real estate worldwide. The Company assists its clients in maximizing asset value and utilizing real estate to their strategic advantage through innovative planning, execution and management of those real estate assets. The client's needs and objectives are the first priority and always come before those of the Company, the term, and the individual. This is the key to Grubb & Ellis' long-term success as a service provider.

As we continue to shape Grubb & Ellis, we will not lose sight of our goal to become "the safe pair of hands" in the real estate services industry by building lasting client relationships based on world-class service and execution. We are creating an environment that attracts high performance individuals who recognize the value of working together to provide strategic and integrated solutions to today's complex real estate issues. We are firmly committed to creating a culture that embraces diversity, professional development, recognition and attractive compensation.

Proposal for Menasha Redevelopment Authority

Why Grubb & Ellis?

GRUBB & ELLIS.
Pfefferle
Independently Owned and Operated

Grubb & Ellis Office Locations

GRUBB & ELLIS
Pfefferle

Value Proposition to Our Clients

OUR TEAM / SERVICES

⇒ One of the largest full service brokerage companies in Wisconsin with a network of 20 commercial real estate brokers
⇒ 40 year old company with professional knowledge in office, retail, industrial, multi-family, investment, land and 1031 exchanges
⇒ Access to national Grubb & Ellis practice groups: Global Logistics, Data Center, Healthcare Properties, Private Capital Markets, Call Center and Chapter 11 Consulting to name a few
⇒ Offices in Appleton, Green Bay, Wausau and Waupaca
⇒ In-house attorney on staff
⇒ Active broker members in SIOR, CCIM, Commercial Association of Realtors (CARW), Commercial Investment Exchange (CIE)
⇒ Brokers ability to work as a team for maximum exposure
⇒ Market Analyst on staff to produce local market trends, vacancies and competitive property pricing
⇒ Market price evaluations and Broker Opinion of Values (BOV)
⇒ Pfefferle Management is one of the largest commercial property management firms in the State of Wisconsin, managing over 12 million square feet

PROPERTY EXPOSURE / MARKETING

⇒ Properties featured on Co-Star and Loopnet with premium membership status, the #1 commercial real estate websites
⇒ Property profile sheet sent out via e-blasts to over 3,000 realtors, developers, users and investors from our continually updated and maintained databases
⇒ Property featured on *gepwi.com* and *grubb-ellis.com*
⇒ Professional signage on property
⇒ National affiliation with Grubb & Ellis resulting in leads, referrals and exposure from over 110 offices and a 3,000 broker network
⇒ Full use of Grubb & Ellis | Pfefferle proprietary databases
⇒ Contact log maintained on each listing and regular client reporting

AFFLIATIONS

⇒ National Association of Realtors (NAR)
⇒ Wisconsin Realtors Association (WRA)
⇒ Commercial Association of Realtors Wisconsin (CARW)
⇒ Realtors Association of Northeast Wisconsin (RANW)
⇒ Fox Cities, Heart of the Valley, Green Bay , Oshkosh, Waupaca, and Wausau Chambers of Commerce
⇒ Contributing Member of New North
⇒ Cabela's Trophy Properties
⇒ Member of International Council of Shopping Centers (ICSC)
⇒ Member of Wisconsin Warehousing Association (WWA)
⇒ Central Wisconsin Board of Realtors (CWBR)
⇒ Central Wisconsin Multiple Listing Service (CWMLS)
⇒ The Greater Northwood's Multiple Listing Service (GNMLS)

Professional Profile

GRUBB & ELLIS
Pfefferle

Patrick Connor, SIOR
Commercial Real Estate Advisor
Grubb & Ellis | Pfefferle
patrickc@gepwi.com
920.560.5074 direct
920.419.3113 cell

CAREER SUMMARY

Patrick has 18 years of experience in commercial brokerage in Northeastern Wisconsin. Patrick has recently been appointed as Sales Manager for the Commercial Real Estate Brokerage Division at Grubb & Ellis Pfefferle. He has represented his clients for office and retail projects, investment real estate, industrial building sales and land development. Patrick has also represented regional and national accounts for retail, office and industrial real estate leasing transactions.

EXPERIENCE

- Worked with such companies as J.F. Ahern, Cummins, Shopko, Seven-Up Bottling, Airborne Express, International Papers, Integrated Paper Services, W.O.W. Logistics, Square D. Corporation, Glatfelter and Midas Corporation.
- Testified as an expert witness in state and federal courts regarding commercial real estate values.
- Served on panel discussions for the SIOR Tenant Representation Specialty Practice Board.

PROFESSIONAL AFFILIATIONS

- Achieved the Dual Specialist (Office and Industrial) designation from the Society of Industrial and Office Realtors (SIOR) in December 2007.
- Active member of the Wisconsin Chapter of SIOR and recently been appointed the Treasurer & Chapter Public Relations Chair.
- Serves on the Professional Standards Committee for SIOR worldwide.
- Member of the Commercial Association of Realtors Wisconsin (CARW) and Wisconsin Realtors Association (WRA).

Professional Profile

GRUBB & ELLIS. Pfefferle

Elizabeth Ringgold
Commercial Real Estate Advisor
Grubb & Ellis | Pfefferle
elizabethr@gepwi.com
920.560.5061 direct
920.205.6136 cell

CAREER SUMMARY

Elizabeth received her Real Estate license in Nashville, TN in 1996, and worked with a large regional commercial real estate company in Tennessee, handling commercial property management and commercial leasing for over 500,000 SF of office and retail properties. Elizabeth relocated to Wisconsin in 2004, when she became licensed and started her real estate career with Grubb & Ellis | Pfefferle. Elizabeth specializes in retail, hospitality and office related real estate transactions.

EXPERIENCE

- Sales and lease negotiation of office, retail and hospitality.
- Tenant representation and site selection for Grubb & Ellis | Pfefferle.
- Commercial brokerage and property management for office and retail complexes for Crye-Leike Commercial Real Estate, Nashville, TN.
- Traditional brokerage for retail and office space for Commercial Industrial Real Estate Associates, Nashville, TN.

EDUCATION

- BA in Communications from William Jewell College in Liberty, Missouri.

PROFESSIONAL AFFILIATIONS:

- Licensed Real Estate Salesperson
- Member Wisconsin Realtors Association
- Women in Commercial Real Estate

Proposal for Menasha Redevelopment Authority
References

GRUBB & ELLIS
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From: Mitch Hackbarth [mailto:Mitch.Hackbarth@thedacare.org]

I have worked with Grubb and Ellis-Pfefferle for more than 10 years and have been extremely pleased with their brokerage services during that time. The following are some of the transactions we have completed with them:

- 55 Acres- Northside of Appleton, currently home to Encircle (Medical Campus with Thedacare as anchor tenant)
- 10 Acres- Darboy, currently home to Thedacare Family Practice Clinic
- 7.5 Acres-Clintonville, currently home to Thedacare Family Practice Clinic
- 20 Acres- Shawano, currently home to Thedacare Ambulatory Center and future site for new Shawano Medical Center Hospital Campus
- 7.5 Acres- Neenah, currently home to Thedacare Pediatrics
- 5 Acres- Northside Appleton, currently home to Thedacare Pediatrics

Grubb and Ellis-Pfefferle has also sold many existing clinic/buildings for Thedacare over the years.

THEDACARE

Proposal for Menasha Redevelopment Authority
References

GRUBB & ELLIS
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The City of Appleton has worked with Grubb & Ellis | Pfefferle on a number of projects over the years. I have personally had the pleasure of working with the Grubb & Ellis | Pfefferle group as the City's Director of Community Development. I also worked with them when I was with Future Neenah. Listed are several of the projects the City of Appleton and Grubb & Ellis | Pfefferle have worked on over the years.

Appleton Center (100 W. Lawrence St.) - 100,000 SF office building, TIF development
Landmark Square (200 E. Washington St.) - 80,000 SF office building, TIF development
City Center Plaza redevelopment
City of Appleton as tenant in City Center West

I would be happy to answer any additional questions the committee may have.

Karen Harkness, Director of Community Development
Karen Harkness
Director
Community Development Dept
City of Appleton
100 North Appleton Street
Appleton, Wisconsin 54911
Office (920) 832-6468
Cell (920) 209-9520
Fax (920) 832-5994
karen.harkness@appleton.org

Proposal for Menasha Redevelopment Authority
References

GRUBB & ELLIS
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Romenesko Developments, Inc.

1818 E. WISCONSIN AVE., APPLETON, WI 54911
Phone: 920-731-5850
Fax: 920-731-8750

January 3, 2012

City of Menasha
140 Main Street
Menasha, WI 54952

To Whom It May Concern:

I am privileged to write in support of Patrick Connor and Grubb & Ellis Pfefferle. Pat has worked with Romenesko Developments for years regarding commercial real estate sales, leasing, investments, and land development.

Pat has over 20 years of experience and has the tools and knowledge to help deals move quickly to successful closing. His network of 14 brokers with Grubb & Ellis Pfefferle has helped him bring even more opportunities to the table.

I recommend Pat Connor and Grubb & Ellis Pfefferle for your Lake Park project with absolute confidence.

Sincerely,

Carl D. Romenesko
President