



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.



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:



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 SQUARE 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 Coldwell 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*



Legend

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

Location Map

