

# Real Estate Proposal



## Menasha Redevelopment Authority



### Prepared By:



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**COLDWELL  
BANKER** 

**THE REAL ESTATE  
GROUP, INC.**

5107 N Ballard Rd  
Appleton, WI 54913

# Real Estate Proposal



## 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.



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**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  
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TELEPHONE: 920-993-7002

EMAIL: L.Ripley@coldwellhomes.com  
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**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.

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## **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  
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**Dina Mitchell - Broker, Coldwell Banker**

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## **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.