

COLLIERS INTERNATIONAL



Multifamily Advisory Group

Specialized Real Estate Investment Services

Accelerating success.





WARNING
NO LIFEGUARD
ON DUTY
SWIM AT YOUR
OWN RISK

A large, multi-story apartment building with a swimming pool and lounge area in the foreground. The building has a mix of stone and brick facades, multiple balconies with black railings, and large windows. The pool area is paved with stone tiles and features several lounge chairs and a small fountain. The sky is clear and blue.

Colliers Is the Answer

As an investor in multifamily properties, you need a firm that provides experience, broad reach and the ability to market (or locate) an asset no matter how challenging the economic environment.

Colliers International has one of the largest and most experienced teams of multifamily advisors in the industry, strategically located in key markets throughout North America. Our combination of market dominance, expertise, and singular focus, make us uniquely successful in helping our clients achieve their acquisition and/or disposition objectives.

Whether you are selling a single asset or a national portfolio, use our combined resources to obtain the best market information and achieve the highest price. If expanding your portfolio is the objective, our local market relationships can help you identify and acquire properties which meet or exceed your investment goals.

How are we able to bring together the skills and tools necessary to complete challenging assignments? Colliers Multifamily Advisory Group is connected by purpose and focus. Our team is dedicated to sharing information on market opportunities, capital sources and buyers/sellers to achieve the best results for our clients.



Colliers Multifamily Advisory Group

MULTIFAMILY ADVISORY GROUP AT-A-GLANCE

One of the largest and most experienced teams of multifamily specialists in the industry



MORE THAN
116

National Multifamily Advisory professionals



\$4.5^B

Gross transaction value in 2013

The Colliers Multifamily Advisory Group is made up of strategically located brokers in key markets throughout North America, whose sole focus is multifamily investments. Our combination of expertise, market knowledge and singular focus, make us uniquely successful in helping clients achieve their acquisition, disposition or financing objectives.

INVESTMENT SERVICES

Colliers International's elite team of institutional investment advisors sees beyond the bricks and mortar to analyze how property acquisition, ownership and disposition can accelerate the success of your financial portfolio.

We work with national and global institutions and investors to identify, evaluate and select assets that best complement their portfolio, income goals, and risk profile. This often requires complex analysis and innovative thinking to provide a defensible, well-researched strategy for asset acquisition.

When the time is right for disposition, we provide a clear competitive analysis and transaction history of comparable assets to maximize the property's momentum in the market. Through our best-in-class marketing technology and our creative approach, we drive strong investor interest in properties. At the same time, we work with you to preserve confidentiality, minimize disruption to tenants and prevent surprises in the due diligence process.

Through our integrated platform, we offer owners debt placement, valuation and appraisal services, property assessment and management, and project management services to increase the asset's income stream and overall value. Our proven system of investment sales takes into account each investor's unique priorities and weighted concerns for price, closure and risk. The outcome of our specialized approach is strategic development of the property's competitive profile, speed to market and careful negotiation to ensure a smooth closure and investment return.





Marketing Process

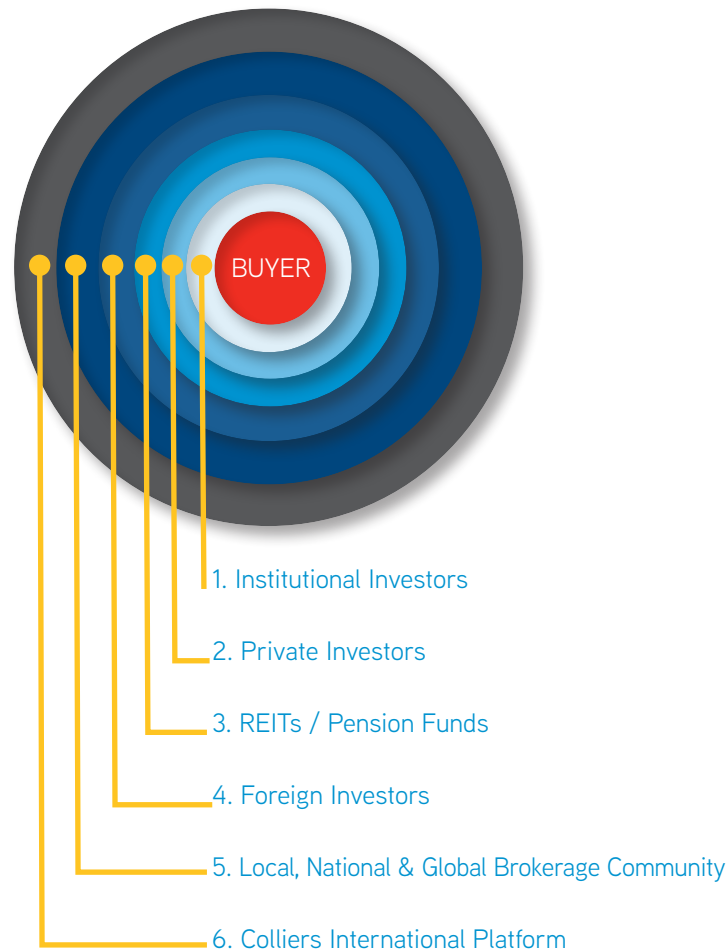
6 STEPS TO A SUCCESSFUL SALE

- 1 Understand the asset fully and unveil the “hidden” value
- 2 Understand the capital structure, investment strategy and business objectives of the prospective buyer pool segments
- 3 Narrow the segmented investor pool into a list of high probability buyers who will be attracted to the assets based on the location, quality and exit opportunity
- 4 Develop an effective strategy and process to communicate the value of the assets to qualified prospective buyers
- 5 Have all material aspects of due diligence identified and addressed at the time a buyer is selected to ensure a timely close and mitigate all false starts and re-trades during escrow
- 6 Have a hands-on approach throughout the entire process from listing to closing

PARTNERING FOR SUCCESS

Because the successful and timely closing of the sale is our ultimate objective, Colliers prefers to remain actively involved through the escrow and closing. Realizing that representatives of both buyer and seller will be actively involved, we will be familiar with the objectives of both parties to help facilitate correct communications, negotiations and the closing process.

TARGETED MARKETING





MARKETING TIMELINE

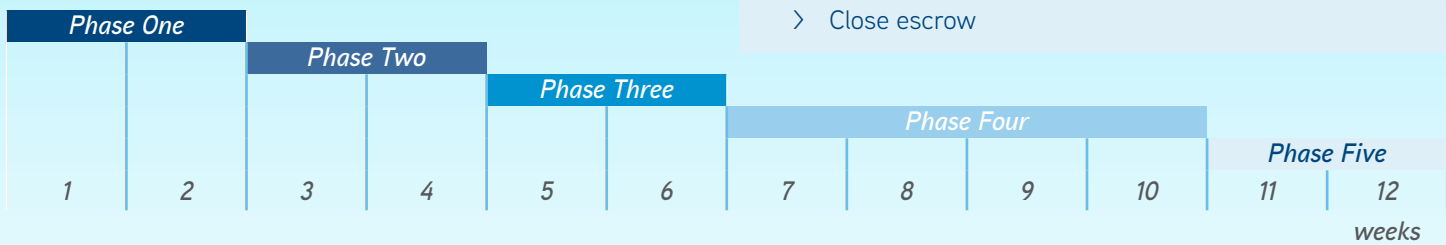
- Phase One – PRE-MARKETING
- > Execute exclusive listing agreement
 - > Gather due diligence information
 - > Review financials and rent rolls
 - > Discover hidden values
 - > Photograph asset(s)
 - > Gather and create site plans, floor plans, renderings
 - > Create rough draft of brochure
 - > Create rough draft of offering memorandum
 - > Establish initial contact list
 - > Create internet based marketing materials

- Phase Two – MARKETING
- > Invite target buyers to review information
 - > Publish property brochure
 - > Distribute executive summaries and brochures to initial contact list
 - > Publish offering memorandum
 - > Personally contact each prospect
 - > Expand to national and international database
 - > Initiate full exposure

- Phase Three – PROSPECT SOLICITATION
- > Conduct property tours
 - > Assist with potential buyer underwriting
 - > Contact all initial offers
 - > Identify buyer

- Phase Four – DUE DILIGENCE & ESCROW
- > Negotiate purchase and sale agreement
 - > Execute purchase and sale agreement
 - > Open escrow
 - > Coordinate buyer’s debt placement
 - > Distribute due diligence documentation
 - > Coordinate and conduct site inspections

- Phase Five – CLOSING PERIOD
- > Resolve title issues (if necessary)
 - > Remove all contingencies within escrow including financing
 - > Finalize prorations
 - > Review settlement statement with escrow officer
 - > Obtain and confirm all documentation from buyer, seller and lenders
 - > Confirm transfer of funds
 - > Close escrow





Marketing Approach

“A NEW APPROACH FOR A NEW MARKET”

There is a high demand for multifamily acquisitions. The brokerage team will leverage its unique database of existing leads created over years of specializing in large multifamily investments in order to maximize the value and accelerate the sale of the property.

TARGETED MARKETING

- › Unmatched proprietary database of vetted buyers and sellers in the market
- › Focus on size-specific multifamily investment groups
- › Personalized contact with key decision makers
- › Utilization of Real Capital Markets (RCM) and proprietary Colliers databases for broadly marketed listings

BROKER/REFERRAL MARKETING

- › Local and national listing services
- › Foster referral marketing through demonstrated performance
- › Leverage vast network of local and national brokerages

PRINT MEDIA

- › Customized brochures showcasing property attributes
- › Market and demographic information
- › Property floor plans, site plans and photos
- › Access and amenities aerial maps

ELECTRONIC MEDIA & MOBILE MARKETING

- › Email campaigns
- › Digital collateral
- › Customized property website with mobile accessibility
- › Leverage valuable social media channels (Twitter, LinkedIn, etc)

OUTBOUND & INBOUND MARKETING

- › Reach beyond traditional “outbound” marketing tactics to engage prospects
- › Engage in “inbound” techniques of social media, blogging and webinars
- › Produce relevant, knowledge-driven content to encourage dialogue with interested prospects

CREATIVE MARKETING

- › Partnering with our institutional clients to identify the right buyers for the right assets
- › Customizing a positioning strategy to fulfill pre-determined needs and objectives
- › Creating high quality print and digital collateral and implementing marketing strategies

RAPID CONNECTION TECHNOLOGY

- › Colliers International’s cutting-edge technology platform enhances collaboration, cross-market communication, efficiency and transparency

ACCOUNTABILITY

The Colliers Multifamily Advisory Group understands that communication and reporting are key to developing and maintaining positive relationships with buyers and sellers. Whether multi-state portfolios or single asset dispositions, we will develop a customized virtual collaborative website.

- Easy navigation through online document libraries
- Weekly & monthly tracking reports
- Regional contact information
- Client dashboards
- Email alerts
- Market data
- Marketing collateral
- Agreements & contract
- Storage



OUR SERVICES



Colliers International offers a comprehensive portfolio of real estate services to occupiers, owners and investors on a local, regional, national and international basis.

In addition to these sectors, we provide our clients with a deep level of knowledge in specialized industries and product types, such as law, technical facilities, and healthcare.

AIMCO

ESSEX
PROPERTY TRUST, INC.

BLACKROCK



ARCHSTONE



THE CARLYLE GROUP

THE PICERNE GROUP

CARMEL PARTNERS



UBS

LNR Partners, LLC



AREA | PROPERTY PARTNERS

Northwestern Mutual FINANCIAL NETWORK®

Hamilton Zanze & Company



Real estate advisors in more than
485 offices in 63 countries.



WORLD GREEN BUILDING COUNCIL

Founding member
of the World
Green Building
Council



Member of World
Economic Forum



Named Top 100
service provider
more times than
any other real
estate firm



The second-
most-recognized
commercial
real-estate brand
(2013 LIPSEY SURVEY)

