

# 1 SAMPLE MARKETING

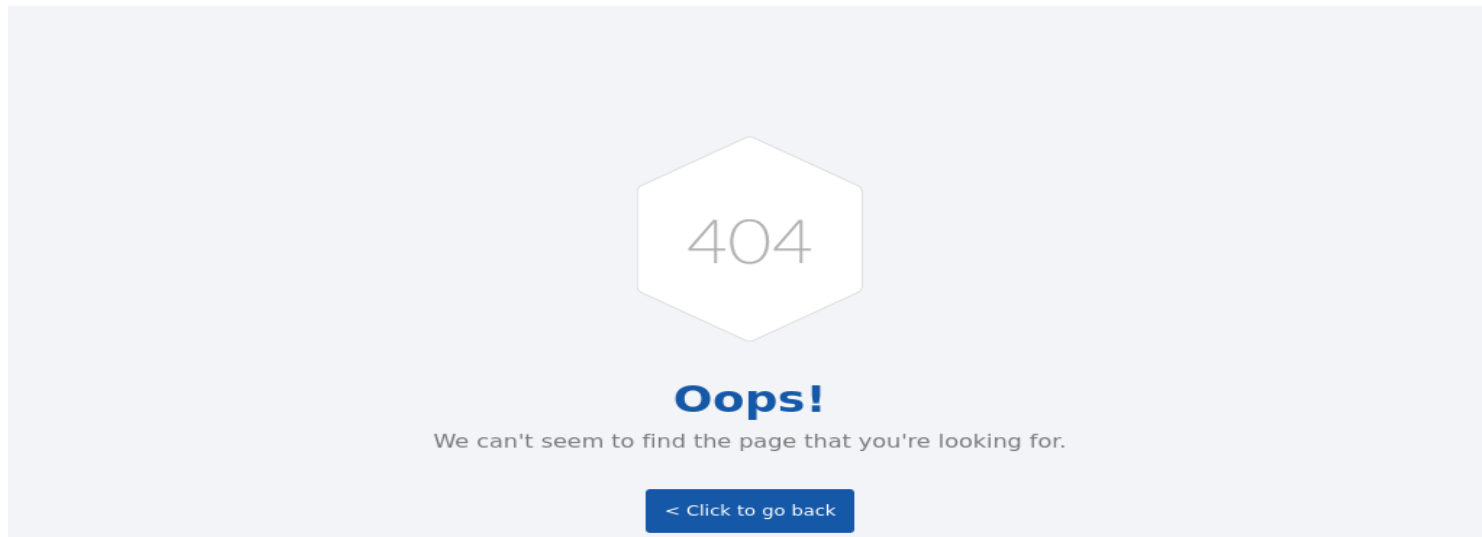
2595 University Pkwy  
Sarasota, FL 34243



# SVN Marketing Timeline And Launch Schedule



# Sample - Property Website



# Sample - Email Campaign



## FULLY ENTITLED DEVELOPMENT ON UNIVERSITY PARKWAY

[EXECUTIVE](#) [WEBSITE](#) [VIDEO](#)

### 2595 UNIVERSITY PKWY SARASOTA, FL 34236

The Town Center at University Groves is an approved site with entitlements in place. The site is a 16.12-acre, fully entitled commercial site located on the west side of University Parkway, just south of the intersection with Ringling Boulevard. The site is currently zoned PD - Planned Development. The site is a prime location for a variety of commercial uses, including retail, office, and multi-family. The site is surrounded by existing commercial development and is easily accessible from major roads. The site is a great opportunity for investors looking for a high-profile location in a rapidly growing area.

SUMMARY		HIGHLIGHTS
<b>SALE PRICE</b>	N/A	■ Fully Entitled Commercial Site
<b>LOT SIZE</b>	16.12 Acres	■ 200,000 sq. ft. Retail Available
<b>ZONING</b>	PD - Planned Development	■ Easy Access to Major Highways
		■ High Profile University Parkway Location
		■ Rapidly Growing Area

#### ADDITIONAL PHOTOS





### 2595 UNIVERSITY PKWY SARASOTA, FL 34236

VIEW PROJECT



**MIKE EGAN**  
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## Marketing

While standard marketing efforts are important for visibility, we develop a targeted marketing plan for each of our. This plan utilizes the tried and true “cold calling” and personal outreach to prospects whose businesses would be a good fit for the property and who would appreciate the value of its location.

We also employ the latest technology to ensure that your property is marketed to the greatest number of qualified prospects. Your listing will be promoted through a variety of local, regional and national real estate information exchanges.

- Regional & National Exposure
- Print Ads – Gulf Coast Business Review
- Comprehensive Data Base Maintenance
- E-Blasts
- Brochures / Flyers
- Site Signage
- Property “Pitch Sessions” for commercial agents, developers and investors
- Affiliations – Professional and Community (local, regional and national organizations)



**SuncoastSVN.com**  
**SVN.com**



**MFCRE.com**



**Loopnet.com**

**Xceligent.co**



**CommercialIQ.co**



**CommercialSource.com**



**www.CoStar.com**



**BuildingSearch.com**



**CIMLS.com**



**RealUP.com**



**Rofo.com**



**PropertyLine.com**



# About SVN



The SVN® brand was founded in 1987 out of a desire to improve the commercial real estate industry for all stakeholders through cooperation and organized competition.

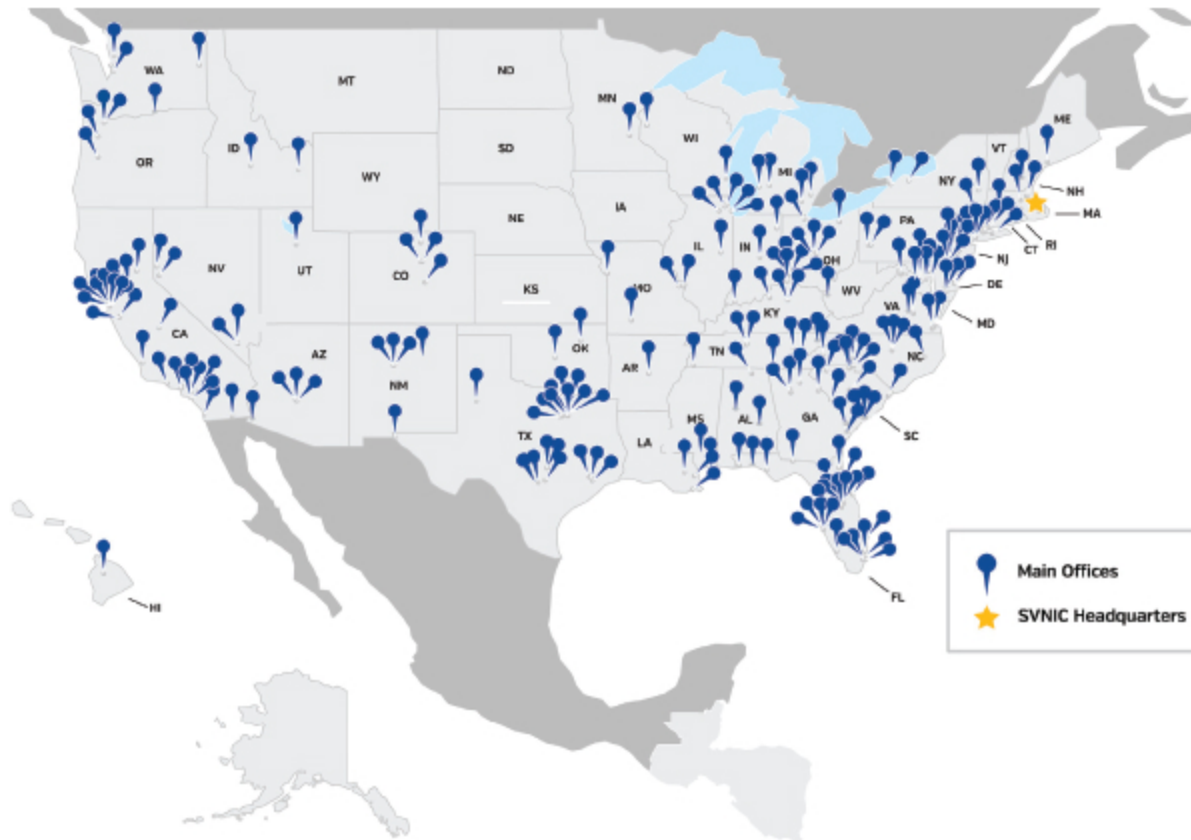
Today, SVN® International Corp., a full-service commercial real estate franchisor of the SVN® brand, is comprised of over 1,600 Advisors and staff in over 200 offices across the globe. Geographic coverage and amplified outreach to traditional, cross-market and emerging buyers and tenants is the only way to achieve maximum value for our clients.

Our proactive promotion of properties and fee sharing with the entire commercial real estate industry is our way of putting clients' needs first. This is our unique Shared Value NetworkSM and just one of the many ways that SVN Advisors create amazing value with our clients, colleagues and communities.

Our robust global platform, combined with the entrepreneurial drive of our business owners and their dedicated SVN Advisors, assures representation that creates maximum value for our clients.

# SVN International Corp. Overview

**THE SVN® ORGANIZATION** is comprised of over 1,600 commercial real estate Advisors and staff, in more offices in the United States than any other commercial real estate firm and continues to expand across the globe. Geographical coverage and amplified outreach to traditional, cross-market and emerging buyers and tenants is the only way to achieve maximum value for our clients. This is why we proactively promote properties and share fees with the entire industry. This is our unique Shared Value Network® and just one of the many ways that SVN Advisors create amazing value with our clients, colleagues and communities.



1,600+ Advisors and Staff

\$11.1 Billion Total Value of Sales and Lease Transactions

200 Offices Nationwide

2017 Volume  
63% Sales | 37% Leasing\*

\*Leasing includes both Landlord and Tenant Representation.

\*\*DATA BASED ON US SALES

\*\*\*The statistics in this document were compiled from all transactions reported by our franchisees in 2017. They are not audited.



# The SVN Difference

Sales with cooperating brokers sell for a **9.6% HIGHER SALE PRICE\***

## traditional brokerage model

Pocket Listings  
Buyer Pays Their Broker  
No Broker Co-op  
Limited Market Exposure  
Registration for Property Information



VS.



Co-op Fee Offered  
Exposure to Market  
Maximum Competition  
Highest Sale Price

when you hire SVN you are also hiring  
*the entire brokerage community*

- Jones Lang Lasalle
- Cushman & Wakefield
- Colliers International
- Marcus & Millichap
- CBRE
- Baum Realty Group
- Newmark Grubb
- Knight Frank
- HFF
- Mid-America

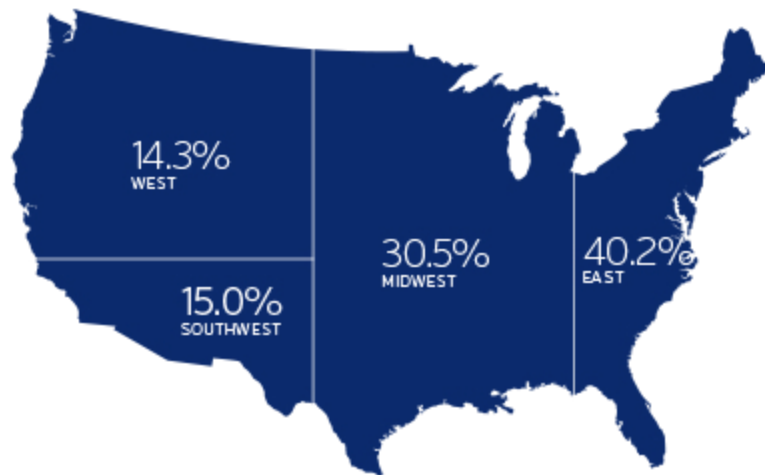
\*Aggregated 3rd Party Research Verified



# SVN Transaction Volume

## TRANSACTION VOLUME

UNITED STATES NATIONAL DISTRIBUTION\*\*



## \$11.1 BILLION

TOTAL VALUE OF SALES AND LEASE TRANSACTIONS

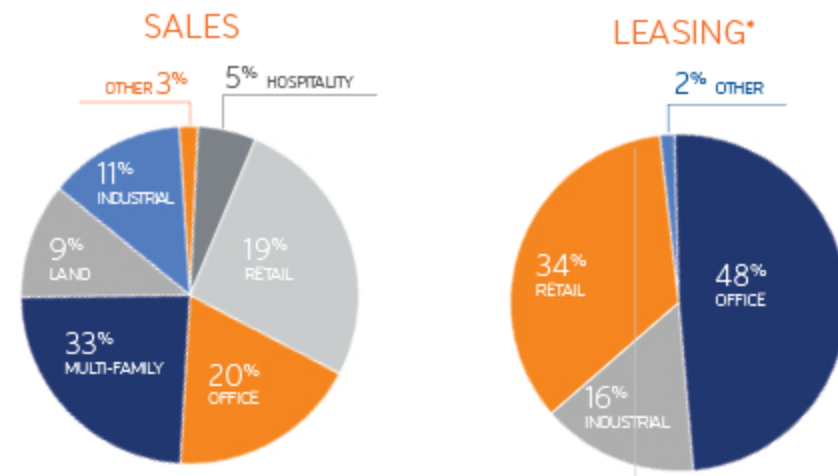
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## PRODUCT TYPE

NATIONAL DISTRIBUTION BY PRODUCT VOLUME\*\*\*



## CORE SERVICES

- Sales
- Leasing
- Property Management
- Tenant Representation
- Corporate Services

## SPECIALTY PRACTICES

Auction Services	Multifamily
Distressed Assets	Office
Golf & Resorts	Restaurant
Hospitality	Retail
Industrial	Self Storage
Institutional Capital Markets	SFR Portfolio
Land & Development	Single Tenant Investment
Medical Office	

# Advisor Bio & Contact 1

## MIKE MIGONE CCIM

Senior Investment Advisor



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FL #BK399768

## PROFESSIONAL BACKGROUND

Mike Migone, a Senior Investment Advisor for SVN | Commercial Advisory Group, has essentially grown up in the real estate industry, thanks to his father who was a successful Broker in Miami, Florida for decades. Mike's professionalism, integrity and passion for commercial real estate, has consistently made him a Top Advisor. He ranked 1st in sales in the State of Florida in 2019 and 9th in the World for SVN and 10th in 2021 in the State and 33rd Internationally. With extensive experience in listing and selling several commercial asset types, his specialties include the acquisition and development of multi-family properties, where he excels in site identification and the assessment of deal structuring and cost analysis. He was designated a Certified Land Specialist by SVN with over \$100 Million Dollars in total land sales volume. With an equally strong track record in medical office, retail, and land for all facets of development. Garnered by his CCIM designation; his advanced financial and market analysis and keen sense of investment approach, has led to a loyal client roster.

Mike grew up in Miami and relocated to Sarasota in 1991. He and his wife Cindy, enjoy the arts and are proud supporters /volunteers of several organizations. Exploring the area parks with their pup and spending time with their family is something titled, as priceless.

## EDUCATION

Associates Degree in Business Administration at Broward College. CCIM 2008

## MEMBERSHIPS & AFFILIATIONS

CCIM, GRI, Suncoast Community Church