



MARKETING STRATEGY FOR
40 Linville Way / Franklin, Indiana

PREPARED FOR
The City of Franklin
Johnson County Development Corporation
Runnebohm Construction

March 2020

Prepared by:

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TABLE OF CONTENTS

1. The Opportunity
2. The Objective
3. The Competition
4. The History
5. The Trends
6. The Strategy
7. The Marketing/Branding
 - Brochures
 - Property Website
 - Property Video
 - Competitive Location Assessment (CLA)
8. The Team
 - Integrated Solutions Team
 - Bios
 - Indy Industrial Team
 - Cushman & Wakefield Global Information
9. The Track Record
 - Franklin Building Transactions by Cushman & Wakefield
10. The Addenda
 - Service Pledge
 - Listing Agreement

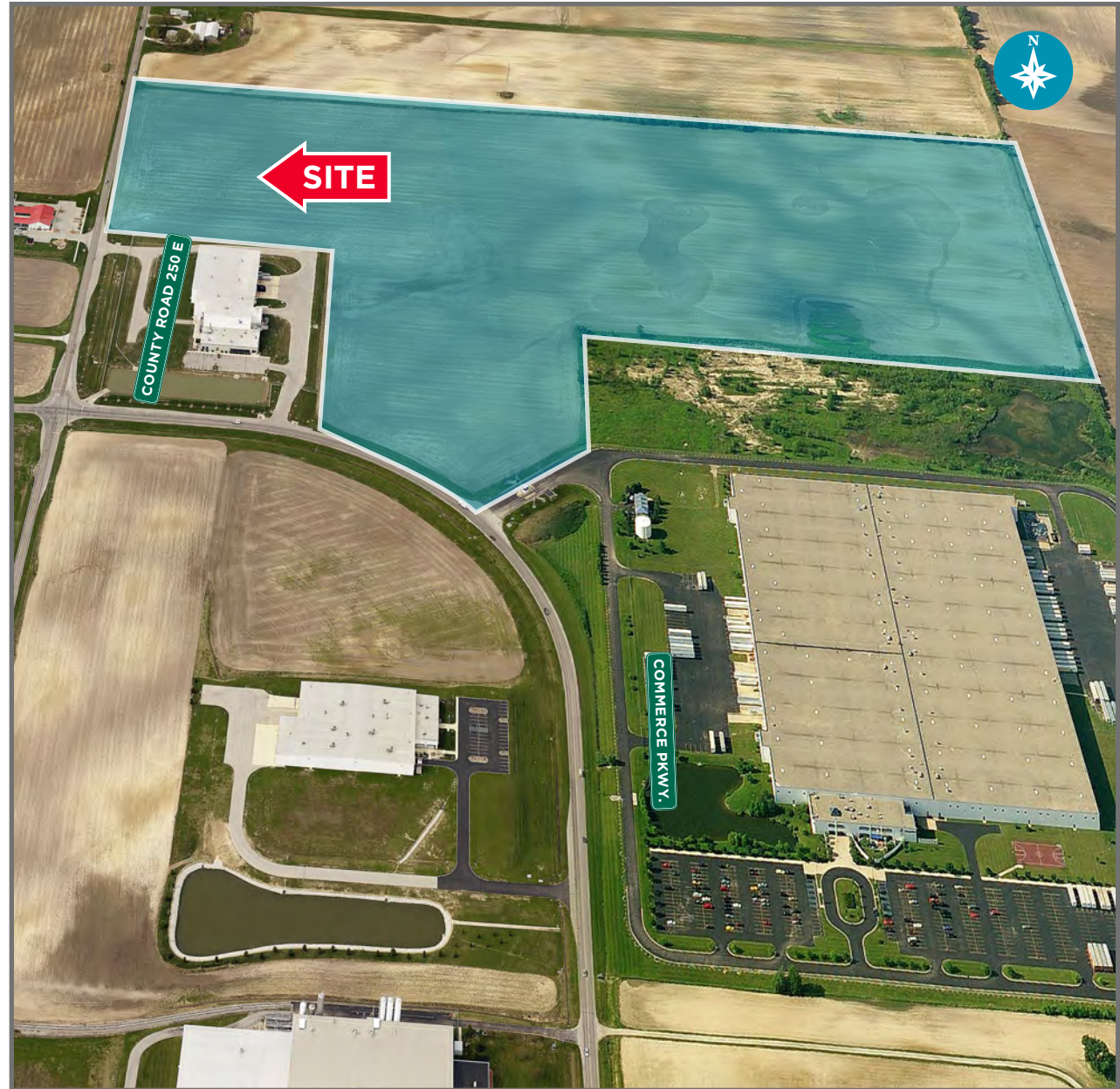
THE OPPORTUNITY



The City of Franklin

THE OPPORTUNITY

AERIAL PHOTO



THE OPPORTUNITY

BUILDING SPECS

FRANKLIN SHELL BUILDING

- Well designed
- 50,400 SF expandable to 200,000 SF
- 32' clear height

CONSIDERATIONS

- Acreage for expansion
- LED lights
- LEED certification
- FTZ
- Level of finishing for marketing (speed to market)



THE OPPORTUNITY

WHAT WILL DRIVE USER INTEREST?

- Proximity to I-65 & Metro Indy
- Franklin/Johnson County workforce
- Building expandability/flexibility
- Ability to customize the building in a relatively short time frame
- Competitive factors
- Economic Incentives

THE OBJECTIVE



The City of Franklin

THE OBJECTIVE

Getting your property in front of the right people is key to selling your asset at the highest achievable price in the shortest time possible under terms and conditions most favorable to you. Effectively reaching a market means to communicate with promising prospects in a manner that encourages interest in the shortest amount of time while being cost effective.

THE COMPETITION



The City of Franklin

THE COMPETITION

COMPETITIVE ANALYSIS

DIRECT COMPETING PROPERTIES - METRO INDY

DIRECT COMPETING PROPERTIES - METRO INDY

Building Name/Address	Available SF	Clear Height	Dock Doors	DI Doors	Max. Rent	Min. Rent	Rent Type	Year Built
Southtech Business Park, Bldg. 1 Graham Rd & Main St/Greenwood, IN 46143	65,302	32' 0"	16	2	\$4.25	\$4.25	NNN	2019
Greenwood Business Center E. Main Street/Greenwood, IN 46143	156,210	32' 0"	16	2	\$4.85	\$4.85	NNN	2020
Southtech Business Park, Bldg. 2 Graham Rd & Southtech Dr/Greenwood, IN 46143	152,180	32' 0"	16	2	\$4.75	\$4.25	NNN	2020
Southpoint Business Park, Bldg. B 497 Chaney Ave./Greenwood, IN 46143	70,680	32' 0"	6	1	\$4.75	\$4.75	NNN	2018
Greenpointe Logistics Center 831 N. Graham Road/Greenwood, IN 46143	148,000	36' 0"	7	2	\$4.15	\$4.15	IG	2018
Whiteland Exchange, Bldg. 2 Whiteland Road/Greenwood, IN 46184	169,056	32' 0"	16	2	\$4.95	\$4.75	NNN	2020
World Connect 31 8860 Mirable Road/Greenwood, IN 46231	140,000	32' 0"	26	4	\$4.65	\$4.65	NNN	2019
Park Fletcher, Bldg. 42 2670 Fortune Ci. W. Drive/Indianapolis, IN 46241	45,647	28' 0"	6	1	\$3.75	\$3.75	IG	1999
Park Fletcher South 5325 Seerley Road/Indianapolis, IN 46241	366,600	32' 0"	78	4	\$3.95	\$3.95	NNN	2020
MetroAir Phase II, Bldg. 8 - Ronald Reagan Pkwy. & Stafford Rd/Indianapolis, IN 46241	223,480	32' 0"	24	4	\$5.40	\$5.40	NNN	2020
Ameriplex Site 40 8501 W. Thompson Road/Indianapolis, IN 46241	244,622	32' 0"	23	2	\$5.15	\$4.95	NNN	2020
Gateway V 845 Airtech Parkway/Plainfield, IN 46168	137,991	32' 0"	30	4	\$4.50	\$4.50	NNN	2019
9400 Bradford Road Plainfield, IN 46168	338,520	32' 0"	20	2	\$4.75	\$4.25	NNN	2020

THE COMPETITION

COMPETITIVE ANALYSIS

DIRECT COMPETING PROPERTIES - METRO INDY

DIRECT COMPETING PROPERTIES - METRO INDY

Building Name/Address	Available SF	Clear Height	Dock Doors	DI Doors	Max. Rent	Min. Rent	Rent Type	Year Built
North Plainfield Park, Building 8 Plainfield, IN 46168	88,672	36' 0"	11	-11	\$3.45	\$3.45	NNN	2001
1399 Perry Road Plainfield, IN 46168	54,120	32' 0"	10	1	\$4.35	\$4.35	NNN	2006
North Plainfield Park, Building 8 558 W. Airtech Parkway/Plainfield, IN 46168	166,794	36' 0"	13	-11	\$3.45	\$3.45	NNN	2001
Airtech Business Park 401 Airtech Parkway/Plainfield, IN 46168	208,000	32' 0"	40	2	\$5.25	\$4.95	NNN	2020
2461 Reeves Road Plainfield, IN 46168	71,518	28' 0"	7	1	\$5.50	\$5.50	NNN	2018
Plainfield Logistics Park, Bldg. I SR 267 & I-70/Plainfield, IN 46168	189,280	36' 0"	20	2	\$5.25	\$4.95	NNN	2020
Plainfield 12 2800-2812 Airwest Blvd/Plainfield, IN 46168	69,993	30' 0"	7		\$3.75	\$3.75	NNN	2002
Plainfield Park 3 2363 Perry Road/Plainfield, IN 46168	51,000	30' 0"	9	2	\$4.25	\$4.25	NNN	1997
South by Southwest 6030-6032 Gateway Drive/Plainfield, IN 46168	144,075	30' 0"	28	2	\$3.75	\$3.75	NNN	1997
Plainfield Logistics Center, Bldg. 4 Plainfield, IN 46168	115,002	32' 0"	12	3	\$5.25	\$5.25	NNN	2019

THE HISTORY



The City of Franklin

THE HISTORY

RECENT TRANSACTIONS

RECENT SALE TRANSACTIONS - METRO INDY

RECENT SALE TRANSACTIONS - METRO INDY

Building Name/Address	Submarket	Sold SF	Sale Price Sale Price/SF	Site Size	Clear Height	Buyer	Seller	Date Sold
8502 Brookville Road Indianapolis, Indiana	Southeast	106,832	\$2,600,000 \$24.00/SF	10.5 acres	18'-19'	M&D Development, LLC	Red River Realty LLC (Ross Gage, Inc.)	2/22/2018
1504 Sadlier Circle S. Drive Indianapolis, Indiana	Southeast	54,000	\$1,700,000 \$31.00/SF	4.1 acres	16'	CCP Realty, LLC	First Industrial, LP	7/9/2018
4760 Kentucky Avenue Indianapolis, Indiana	Southwest	134,660	\$4,900,000 \$36.00/SF	13.8 acres	22'83"	Kentucky Fiber Properties, LLC	Indiana Morgan, LLC	7/2/2018
1908 Stout Field W. Drive Indianapolis, Indiana	Southwest	122,575	\$4,328,244 \$35.00/SF	TBD	20'	The O'Donnell Group	1908 Stout LLC Progressive Logistics	8/1/2018
1950 Stout Field West Drive Indianapolis, Indiana	Southwest	43,884	\$2,321,756 \$52.00/SF	TBD	16'	The O'Donnell Group	1950 Stout LLC Progressive Logistics	8/1/2018
4001 S. High School Road Indianapolis, Indiana	Southwest	96,000	\$5,867,239 \$61.00/SF	TBD	TBD	LCN BCI Wooster (Multi) LLC	Buckeye Corrugated Inc.	6/1/2018
2301 S. Holt Road Indianapolis, Indiana	Southwest	140,000	\$3,100,000 \$22.00/SF	TBD	TBD	Jon Z LLC 80% Int & Brian Hoeksema 20% Int	Holt Property LLC	1/17/2018
3555 Developers Road Indianapolis, Indiana	Southeast	59,350	\$2,100,000 \$35.00/SF	TBD	TBD	Midwest Properties	Garrity Development III	7/6/2018
1300 Windhorst Way Greenwood, Indiana	South	68,386	\$2,750,000 \$40.00/SF	7.3 acres	14'5"	Performance Services Real Estate	One-Click Ventures (OCV Real Estate Holdings, LLC)	1/22/2019
2515 S. Holt Road Indianapolis, Indiana	Southwest	141,785	\$4,250,000 \$29.00/SF	10.3 acres	30'	Dayton Street Partners	CW Capital (2513-2515 S. Holt Road Holdings, LLC)	12/7/2018
1400 Hancel Parkway Mooresville, Indiana	Southwest	146,997	\$4,500,000 \$30.00/SF	15.3 acres	24'	Angermeier & Wathen, LLC	Worm's Way	4/2/2019
6120 Churchman Bypass Indianapolis, Indiana	Southeast	106,887	\$3,621,331 \$33.00/SF	TBD	TBD	Kessinger Hunter	Iron Mountain Information Management	9/1/2019
6050 E. Hanna Avenue Indianapolis, Indiana	Southeast	110,740	\$3,450,000 \$31.00/SF	5.5 acres	24'	Tower Investments	Vigran Brothers	12/11/2019

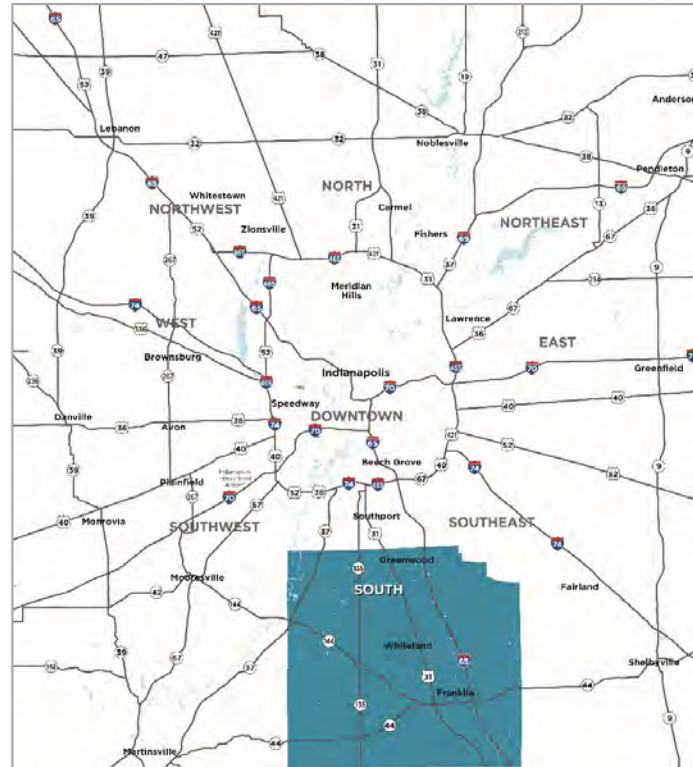
THE TRENDS



The City of Franklin

THE TRENDS

INDIANAPOLIS INDUSTRIAL REPORT | FOURTH QUARTER 2019 SOUTH SUBMARKET



Product Type	Inventory (SF)	Vacant (SF)	Vacancy Rate	Under Construction (SF)	Net Absorption (QTR)	Net Absorption (YTD)	Direct Asking Rent*
Office/Showroom	588,411	35,583	6.0%	0	-3,388	59,582	\$7.61
Medium Distribution	3,317,278	143,000	4.3%	560,266	70,680	466,520	\$4.25
Traditional Bulk	1,116,235	0	0.0%	0	0	0	n/a
Modern Bulk	8,976,256	933,825	10.4%	1,181,328	0	1,623,404	n/a
Manufacturing	3,904,418	-34,966	1.3%	65,100	-34,966	10,128	\$4.25
Flex	327,608	0	0.0%	0	0	0	n/a
Transport	319,219	0	0.0%	0	0	0	n/a
TOTALS	18,549,425	1,162,362	6.3%	1,806,694	39,102	2,159,634	\$4.57

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THE STRATEGY



The City of Franklin

THE STRATEGY

OVERVIEW

Reaching the right targets

EXTERNAL BROKERAGE COMMUNITY

- Reaching the representatives of users whose needs may align with The Franklin Shell Building

DOMINATE LOCAL INDUSTRIAL TEAM

- Utilize team's dominate position. Reputation and relationship/contacts

C&W RESEARCH SERVICES GROUP / PROPRIETARY DATA

- Database
- Quarterly market reports
- Customized reports

EXTERNAL RELATIONSHIPS

- EDC and local authorities
- Site selection consultants, due diligence companies



INDUSTRIAL FORUM & INTERNAL NETWORK

- Instant access to multi-market network of industrial specialists and relationships
- Information exchange

C&W CORPORATE CLIENTS & CORPORATE RELATIONSHIPS

- More than 200 exclusive or preferred relationships
- Regional, national, and international
- Access to decision makers

3RD PARTY INFORMATION SERVICES, PUBLICATIONS & LISTING SERVICES

- CoStar
- LoopNet
- SIOR database (e-blast)
- CCIM
- State and utility company data base

C&W CONSULTING / ST. ONGE COMPANY

- Competitive Location Assessment
- Industrial user trends
- Facility design trends
- Known network projects

THE STRATEGY

OVERVIEW

MARKETING STRATEGY

To successfully market the Franklin “Shell Building”, Cushman & Wakefield will:

- Differentiate it from its competitors
- Identify the targeted business whose business and locational needs best align to the property
- Effectively/continually reach these targets through a variety of channels utilizing compelling marketing materials and messaging

HIGHLIGHTS

TARGET USERS IN METRO INDY mailing to users of 40,000 square feet and greater in immediate and regional area. Stronger user types for this kind of space include:

- Electrical computer and communications equipment
- Basic chemicals
- Aerospace and automotive

TARGET REGIONAL AND NATIONAL USERS NOT CURRENTLY IN METRO INDY MARKET whose profile aligns with the property and location.

- Users in other national markets but absent in this market
- Users requiring consolidations or expansions or involved in M&A activity

IMPLEMENT A STRATEGIC MARKETING PROGRAM that will promote the property’s locational advantages directly to users, brokers and site selectors.

- Position as one of the premier opportunities and emphasize the strength of the location and expandability features
- Illustrate advantages of location and property from multiple perspectives:
 - Labor
 - Transportation Costs
 - Price

REACH A BROAD AUDIENCE

- External: Direct to prospects, broker representatives, economic development agencies and site selection firms
- Internal: C&W Industrial Platform (650+ professionals in North America); C&W corporate accounts (200+ regional or national account relationships); C&W strategic partners like St. Onge Company

THE STRATEGY

OVERVIEW

MARKETING PROGRAM ELEMENTS

We recommend the following:

- Brochure - Communicates the property's greatest attributes in summary form
- Email / Digital Campaign - Ongoing marketing to introduce the opportunity, highlight milestones, promote space available, etc.
- Website - Marketing platform to communicate the property's distinguishing selling features: building specifications, detailed information on location, transportation, parking, site plans, photographs, general project information and incentives.
- Property Video - Visualization / Tour of the opportunity
- Special Events
- On-site marketing office with marketing boards
- Canvassing Program - Ongoing phone and digital marketing outreach

THE MARKETING/BRANDING



The City of Franklin

THE MARKETING/
BRANDING

LAUNCH

Market Event

PROPERTY OPEN HOUSE

Large market event with brokers, community partners like The City of Franklin, Johnson County Development Corporation, Runnebohm Construction and Indiana Economic Development

THE MARKETING/ BRANDING

Building compelling
messaging and identity for
the Franklin Shell Building

The combination of The City of Franklin, Johnson County Development Corporation and Runnebohm Construction coming together to develop the shell building is a great story to promote.

THE MARKETING/ BRANDING

E-mail Blasts

In this day and age, e-marketing is an essential part of any marketing campaign. An “e-brochure” can be created to enable your property availability to be quickly and cost-effectively emailed out to a large number of potential prospects or brokers. This e-version will then link back to the full version of your marketing brochure. The cost for e-brochure creation is covered by Cushman & Wakefield. Please see below for an example:

From: Fritz Kauffman, Cushman & Wakefield <fritz.kauffman@cassidyurley.com>
Sent: Thursday, July 14, 2016 5:15 PM
To: Will, Melodie
Subject: Prime, Fully Served Development Site Near I-70 & SR 9

FOR SALE
New Road Commerce Park
Greenfield, IN 46140





NWC New Road and Franklin Road

- ±11.997 acres
- Zoning: I-1
- Frontage: Royal Drive
- Price per acre: \$37,500

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[View Brochure](#)

www.cushmanwakefield.com

THE MARKETING/ BRANDING

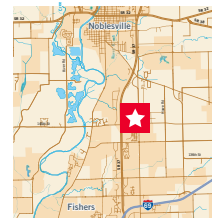
High end marketing materials to convey the quality of the property and opportunity

Property Brochure



Property Highlights

- Total SF: 33,449
- Office SF: 10,529
- Two docks
- Three drive-in doors
- Heavy electrical
- Fully air conditioned



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FOR SALE OR LEASE
9650 E. 148th Street
Noblesville, IN 46060

Total SF 33,449 SF

Office SF 10,529 SF

Docks Two 8' x 10', with levelers and seals

Ceiling Height 23'-27'

Drive-in Doors Three 12' x 14'

Electrical 277/480 Volts
800 Amps,
3-phase, 4-wire

HVAC Gas heat, fully air conditioned

Parking ±60 cars

Zoning PB

Property Taxes \$56,930.04 (2014)

Land 2.99 acres

Lease Rate \$6.95/SF NNN

Sale Price \$2,175,000

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THE MARKETING/ BRANDING

High end marketing materials to convey the quality of the property and opportunity

Sample Property Website

www.worldconnect3.cushwakesites.com

FOR LEASE World Connect 3 at AmeriPlex

[Home](#)

[Property Information](#)

[Property Aerial/Location](#)

[Site Plan](#)

[Labor Information](#)

[Property Brochure](#)

[Contact Us](#)



5425 Exploration Drive | Indianapolis, IN 46241

Up To A 620,935 SF Build-To-Suit Warehouse/Distribution Facility

Located in the highly desirable AmeriPlex at Indianapolis industrial park, this modern bulk facility offers a state-of-the-art option within minutes of the world's second largest FedEx hub.

The facility features up to 112 dock doors, 4 drive-ins, 455 car parking spaces and up to 130 trailer parking spaces separate from the dock area.

THE MARKETING/ BRANDING

High end marketing
materials to convey quality
of property and opportunity

Sample Property Video

<https://vimeo.com/133990477>



Competitive Location Assessment

Think of it as Site Selection in Reverse

MARKETING BOARDS/COLLATERAL

A snapshot of property's key characteristics, differentiators and competitive position vs. other likely alternatives.

- Quickly executable
- Cost effective

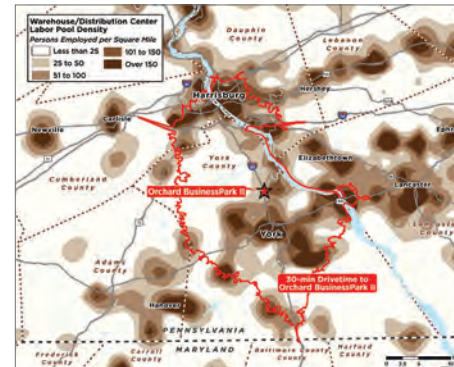
Data May Include:

- Freight cost
- Labor force size
- Labor cost
- Target household volume & density
- HH income
- Blue/White collar ratios
- Unionization
- 1-day truck driver coverage
- FedEx & UPS locations & hours
- Port and IMC ramp location, capacity and expected dray costs
- Commentary from Cushman & Wakefield Consulting on the beneficial features of the property and as well as insights from local market expert

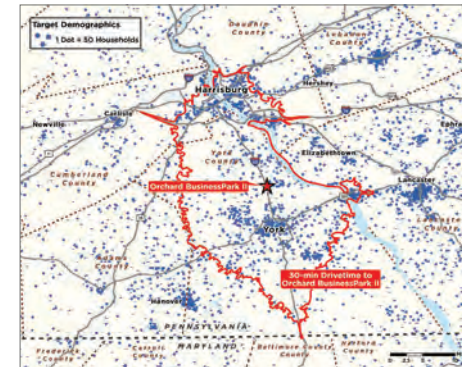
Competitive Location Assessment

Labor Profile

TARGETED WAREHOUSE/DISTRIBUTION RESIDENT LABOR POOL DENSITY
ORCHARD BUSINESS PARK II



TARGETED WAREHOUSE/DISTRIBUTION HOUSEHOLDS
WITH 30 MINUTE COMMUTE BOUNDARY
ORCHARD BUSINESS PARK II



LABOR PROFILE OVERVIEW

The labor market profile provides an overview of resident workforce characteristics best aligned with a distribution center's staffing requirements in an effort to quantify the labor supply depth and cost.

ORCHARD BUSINESS PARK II ADVANTAGES

Orchard Business Park II's labor profile study identified the following labor market characteristics:

- The site is accessible to a civilian labor force volume of 245,000 and 53,800 employed in blue collar occupations within a 30 minute drivetime, which is among the most sizable of area locations.
- A lower concentration of adults without a high school diploma as compared to the U.S. average (11.9% vs. 14.1%) may indicate favorable educational attainment levels.
- The distribution center wage index is near the U.S. average, and median household income is below the U.S. average, which may dampen wage pressure.

Site Name	County Name	City	State	Miles from Subject Property	Civilian Labor Force Volume	Civilian Labor Force Projected Change, 2015 to 2020	Blue Collar Employment Volume	Blue Collar Employment Concentration	Warehouse / Distribution Center Labor Pool Volume	Warehouse / Distribution Center Labor Pool Concentration	Target Households Volume	Target Households Index (U.S. = 1.0) ²	Educational Attainment Concentration, No High School	Unemployment Rate	Union Membership, 2014 ³	Cost of Living Index (U.S. = 100)	Distribution Center Wage Index (U.S. = 100) ⁴	Median Household Income
Orchard Business Park II	York	York	PA	-	245,000	3.4%	53,800	23.5%	33,000	13.4%	191,800	0.9	11.9%	6.3%	6.4%	101.4	100.1	\$52,600
Centerville Rd	Cumberland	Newville	PA	47	95,200	6.4%	21,400	23.8%	14,600	15.3%	72,500	1.0	11.4%	5.3%	5.5%	102.1	101.3	\$56,900
Bordnersville Rd	Lebanon	Lickdale	PA	48	107,500	3.0%	22,700	22.2%	15,500	14.4%	79,600	1.0	12.2%	4.7%	5.5%	102.4	96.6	\$56,500
Lighthouse Rd	Franklin	Chambersburg	PA	73	100,500	6.2%	24,400	25.8%	14,600	14.5%	74,600	1.3	13.9%	6.1%	8.6%	101.6	97.1	\$52,200
I 78/Rt 61	Berks	Hamburg	PA	76	103,000	5.6%	24,300	25.2%	25,200	24.5%	73,200	1.1	13.5%	6.4%	3.4%	98.2	96.2	\$58,200
New Commerce Blvd	Luzerne	Hanover Township	PA	121	157,400	1.8%	33,400	23.0%	23,000	14.6%	127,100	1.1	11.2%	7.9%	8.6%	99.2	96.7	\$43,000
Rt 33	Northampton	Nazareth	PA	124	263,000	3.1%	58,200	23.8%	34,300	13.1%	194,500	0.9	12.9%	6.7%	8.6%	107.9	102.4	\$55,100
Entire US	-	-	-	-	-	5.6%	-	20.5%	-	10.7%	-	1.0	14.1%	6.3%	6.7%	100.0	100.0	\$53,400

Footnotes

Sources: Experian Marketing Solutions, Inc. Economic Research Institute, UnionStats.com

Unless otherwise specified, data are representative of a 30-minute drivetime commute boundary and are from the year 2015.

¹ Targeted household definition: Households exhibiting demographic characteristics best aligned with a distribution operation's workforce requirement (i.e. lower income, blue collar, high school educated).

² Targeted households concentration is a ratio that compares the concentration of targeted households in the 30-minute commute boundary to that of the U.S. (U.S. = 1.0).

³ Private sector union membership representative of the Metropolitan Statistical Area in which the subject property resides. For sites within a county not located in a Metropolitan Statistical Area, data for the closest Metropolitan Statistical Area are used.

⁴ Wage index representative of median wages for material handler, forklift operator, picker/packer, laborer warehouse and warehouse supervisor positions.

Competitive Location Assessment

Location Overview

INFRASTRUCTURE MAP
ORCHARD BUSINESS PARK II



ONE-DAY TRUCK COVERAGE REACH
ORCHARD BUSINESS PARK II



LOCATION OVERVIEW

This location overview provides an understanding of the major logistics infrastructure in proximity to the subject site including intermodal facilities, airports, ocean ports and parcel hub locations. Additionally, major markets are outlined with a total household capture in a 1 day truck drive.

ORCHARD BUSINESS PARK II ADVANTAGES

Orchard Business Park II's location overview identified the following infrastructure characteristics:

- The site is proximate to FedEx and UPS Parcel and Freight locations, as it is no more than 8 miles from any hub.
- The Norfolk Southern intermodal site in Lucknow is less than 25 miles away, and two major ports (Baltimore and Elizabeth) are within 200 miles driving distance.

NEAREST PARCEL HUBS

PARCEL HUB CARRIER	ADDRESS	CITY	STATE	DISTANCE TO STUDY SITE (MI)	LATEST DROPOFF TIME
FedEx	505 Farmbrook Ln	York	PA	2.6	8:00 PM
UPS	590 Willow Springs Ln	York	PA	1.0	6:00 PM

NEAREST FREIGHT HUBS

GROUND HUB CARRIER	ADDRESS	CITY	STATE	DISTANCE TO STUDY SITE (MI)	LATEST DROPOFF TIME
FedEx	5430 N Susquehanna Trail	York	PA	3.3	5:30 PM
UPS	1601 Toronita St	York	PA	7.8	5:00 PM

NEAREST INTERMODAL FACILITY

FACILITY	CITY	STATE	DISTANCE TO STUDY SITE (MI)
NS Lucknow	Harrisburg	PA	24.7

Estimated Marketing Budget

Location Overview

ITEM	ESTIMATE
Digital Campaign (email blasts, announcements)	No cost
Property Signage	No cost
Brochure (Printing & mass mailing)	\$5,000
Property Photographs	No cost
Property Videos / Brochure	\$1,000
Website	No cost
Events	To be discussed
Competitive Location Assessment	\$5,000+/-

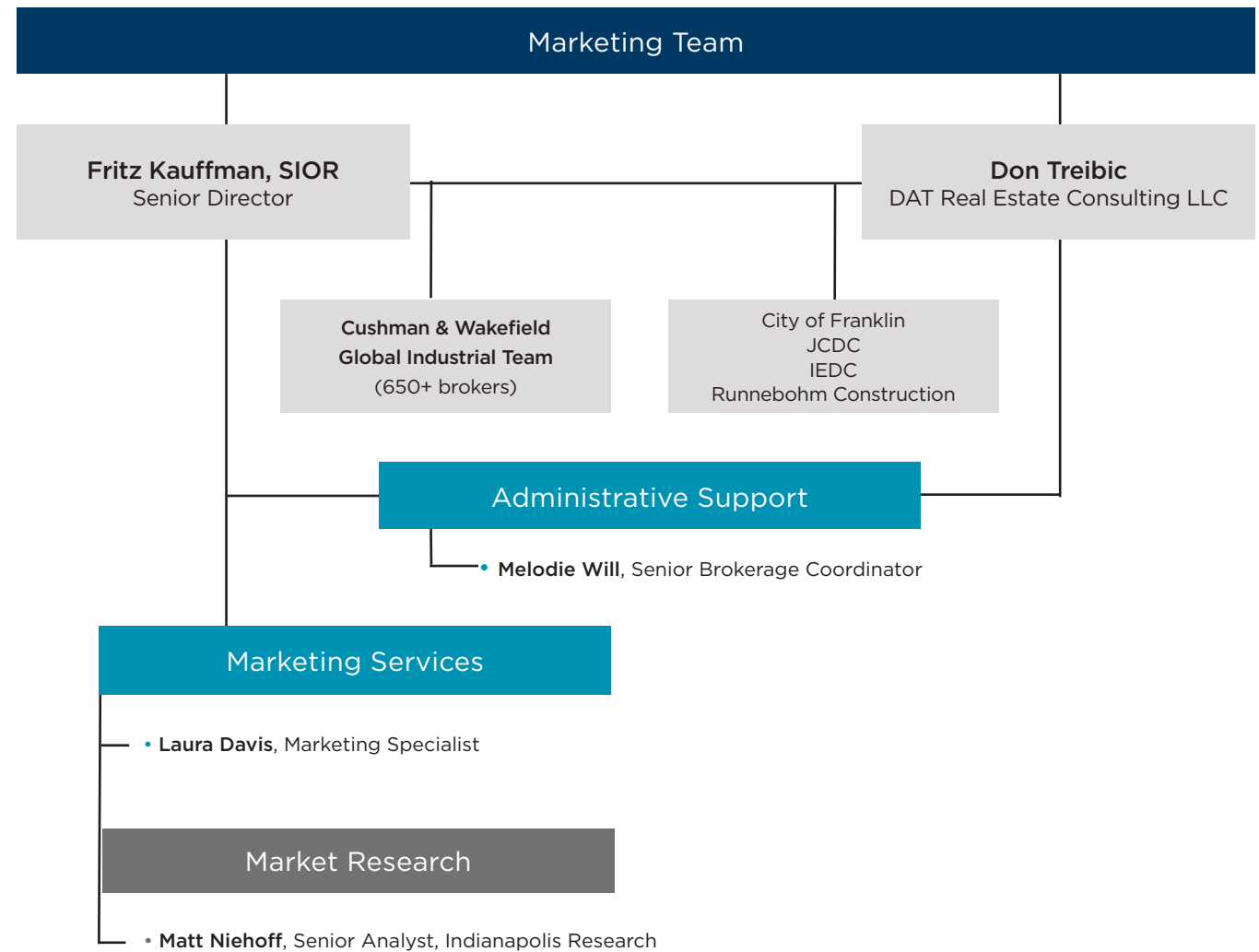
THE TEAM



The City of Franklin

THE TEAM

INTEGRATED SOLUTIONS TEAM



THE TEAM



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Professional Expertise

Since 1981 Fritz Kauffman has been involved with all aspects of industrial real estate including sales, leasing, consulting and development. Fritz began his career at F.C. Tucker Company (now Cushman & Wakefield) and rejoined the firm in 2000 after being a partner at Citimark Development Company and a principal at Olympia Partners. Fritz specializes in corporate advisory services, industrial tenant representation, and industrial landlord representation.

Representative Clients

- Aaron's, Inc.
- Beacon Roofing Supply/Shelter Distribution
- Clarion Partners
- Deluxe Financial Corp.
- Endangered Species Chocolate Co.
- Heartland Food Products Group
- Herff Jones
- Love's Travel Stops
- Major Tool & Machine
- Maytag Corp.
- Rolls-Royce
- Stratosphere Quality
- Westcon Group
- Wood-Mizer

Recent Major Transactions

- Rolls Royce leasing of its 444,000 SF test cell and distribution center in Fort Worth, Texas and multiple other leases throughout North America
- Wood-Mizer's 80,000 SF build-to-suit manufacturing facility in Batesville, IN
- Heartland Food Products Group leasing of its distribution center and manufacturing facilities
- Clarion Partners leasing of its 2.1 million SF Indianapolis portfolio
- Stratosphere Quality purchase of its 35,000 SF annex building in Fishers, IN
- Westcon Group leasing of its 110,000 SF distribution center in Plainfield, IN
- Beacon Roofing Supply/Shelter Distribution leasing of its 49,920 SF and 35,900 SF distribution centers in Indianapolis
- Principal Mutual leasing of its 251,000 SF distribution center in Plainfield, IN
- Robert Pattillo Properties of Atlanta, GA purchase of 90 acres in Precedent South Business Park, Greenwood, IN, for construction of 600,000 SF and 273,000 SF distribution centers
- Aaron's, Inc. leasing of 200,000 SF fulfillment/distribution center
- Love's Travel Stops' 200,000 SF build-to-suit distribution facility in metro-Indianapolis

THE TEAM

Professional Affiliations

- Certified Supply Chain Professional
- Indiana Association of REALTORS® (IAR), Member
- Indiana Commercial Board of REALTORS® (ICBR), Member and Past Director
- National Association of REALTORS® (NAR), Member
- Society of Industrial and Office REALTORS® (SIOR), 30-Year Member and Past Director (two terms)
- SIOR Educational Foundation, Past Director
- NAIOP Commercial Real Estate Development Association, Member

Professional Recognition

- Midwest Real Estate News Hall of Fame Class of 2019
- Indianapolis President's Club Award, 2012, 2013, 2015, 2016, 2017, 2018, 2019
- George C. Charbonneau Leadership and Performance Award, Lifetime Member
- The State of Real Estate® Indianapolis, Presenter 1987-1989 and 2010-2011

Community Leadership

- Conexus Indiana Central Regional Logistics Council, Past Member
- Association for Corporate Growth (ACG), Board of Directors, Membership Committee Member, Programs Committee Member
- Catholic Business Exchange
- Delta Tau Delta Indianapolis Alumni Chapter, Founding Member
- Indy Parks & Recreation, Volunteer
- Notre Dame Ace Academies, Development Committee Member, 2009-2019

Education

- Bachelor of Science in Real Estate and Marketing, Indiana University Kelley School of Business
- Society of Industrial and Office REALTORS®
- CCIM Institute
- Appraisal Institute

THE TEAM

**Donald A. Treibic**

DAT Real Estate Consulting LLC
1152 Heritage Trail | Franklin, IN 46131
C +1 317 460 0490
treibicd1122@gmail.com

Professional Expertise

Before joining the F. C. Tucker Company in 1986, Donald Treibic served as a Director of Federal Funds for the Indiana and U.S. Departments of Education for 13 years and owned his own real estate company for four years. Don retired from Cassidy Turley (now Cushman & Wakefield) in 2013, after 29 years, as a Senior Vice President of Industrial Sales & Leasing. He now works as a consultant with select clients.

Clients Served

Ambassador Steel Corp.; Amcor Corp.; ATech/Suburban; Budget Car and Truck Rental; Canteen Corp.; Cellofoam North America Inc.; Columbus Automotive; Columbus Container; Continental Metal Products; Contour Hardening Inc.; Customized Transportation Inc. (CTI); Detroit Steel; Enterprise Rent-a-Car; Fastenal; Ferrell Gas; Franklin College; Gerdt Furniture; Gulf Eagle; Huntington Bank; IndiRail; Insight Communications; Johns Manville Corp.; Johnson County Public Library; Marathon Oil Corp.; Megasyss Inc.; Mitsubishi; Molex Corp.; Musicland Group; Owens-Illinois; Phoenix Resource Management; Separators Inc.; U.S. Filter; Wesco Inc.; Williams Scotsman Co.; First Industrial Realty Trust; Electro-Spec, Inc.; Templeton Coal; Trueblood Oil; REMC; Wertz Timber & Veneer Production Handling Systems

Major Transactions

- Super Value Foods in Bloomington, IN: sale of 301,929-square-foot distribution building and 57 acres to Curry Pike LLC
- First Industrial, Franklin, IN: lease of 286,500 square feet for 10 years to Remy
- First Industrial, Franklin, IN: purchase of 286,500 square feet
- Abacus Enterprises, Franklin, IN: purchase of 56 acres
- International Handling Systems: sale/leaseback of 102,500-square-foot manufacturing facility
- Caterpillar Inc.: lease of 200,000 square feet
- Electro-Spec purchase of 50,000 square feet
- Franklin Power Products/Delco Remy lease of 286,000 square feet

Professional Recognition

President's Club Life Member

Community Leadership

Johnson County Economic Development Corporation, Member; Franklin College Alumni Council, President; Franklin College Touchdown Club, Board Member

Education

Indiana University, Master's degree in Secondary School Administration
Franklin College, Bachelor's degree in English

Professional Affiliations

Indianapolis Commercial Board of REALTORS® (ICBR)
National Association of REALTORS® (NAR)
Indiana Association of REALTORS® (IAR)
Society of Industrial and Office REALTORS® (SIOR) - Retired

THE TEAM

INDIANAPOLIS Industrial Services Team



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THE TEAM

DISCOVER THE CENTRAL INDIANA MARKET LEADER

Cushman & Wakefield has served the Indiana commercial real estate market since 1918 and today stands as the leading full-service provider in the Indianapolis area. Cushman & Wakefield completed more than \$448 million in transaction volume in 2015 and currently manages more than 56.6

million square feet on behalf of clients. Whatever the commercial real estate need, we work to provide exemplary service and innovative solutions that support our clients' overall business performance.

Cushman & Wakefield Indianapolis Office Key Stats

- Serving the Indiana commercial real estate market since 1918
- More than 220 employees locally, including 29 brokers
- Size of property management portfolio: 37+ million SF
- #1 commercial property management firm as ranked by the *Indianapolis Business Journal* 2019 *Book of Lists* (eleventh year in a row)
- Member of **Best Places to Work in Indiana Hall of Fame**
- Completed more than \$2 billion in transaction volume in 2018
- Follow us on Twitter @CushWakeINDY

Industrial Clients



THE TEAM

THE INDIANAPOLIS ADVANTAGE

Indianapolis is called the “Crossroads of America” because more interstate highways converge here than in any other U.S. city, including I-65, I-69, I-70 and I-74, enabling us to reach 75% of the U.S. population within one day’s drive. Thanks to its central location, pro-business government, skilled workforce and world-class educational institutions, numerous industries thrive in Indianapolis, such as advanced manufacturing, logistics, life sciences and information technology.

Indianapolis is home to the world’s second-largest FedEx hub, with 5,000 employees and 2 million square feet of real estate. The Indy MSA’s industrial real estate market comprises of 242 million square feet, while the office market totals more than 31 million square feet, including nearly 12 million in the central business district. The city is known for hosting major sporting events such as Super Bowl XLVI, the NCAA Men’s and Women’s Final Four Basketball Tournaments, the Big Ten Men’s and Women’s Basketball Tournaments, the Big Ten Football Championship Game and “The Greatest Spectacle in Racing,” the Indianapolis 500. Indianapolis consistently ranks high on the list of most affordable cities in the U.S., making it a great place to live and work.

COMMUNITY SERVICE

Cushman & Wakefield’s Indianapolis associates are actively involved in community and industry organizations, holding nearly 50 board and leadership positions. The firm partners with Indy Parks & Recreation and the Indianapolis Parks Foundation for an annual day of caring when employees volunteer their time to a neighborhood park beautification project, as well as Gleaners for an annual day of service when employees volunteer their time at the local food bank. Additionally, Cushman & Wakefield supports the United Way of Central Indiana through significant financial contributions and volunteer efforts.

400

Offices in 70 Countries

● Cushman & Wakefield Offices



AMERICAS UNITED STATES ALABAMA Birmingham ARIZONA Peoria Phoenix Tempe Tucson CALIFORNIA Bakersfield Burlingame Carlsbad Diamond Bar El Segundo Fresno Inland Empire Irvine Larkspur Long Beach Los Angeles Monterey Oakland Orange County Palo Alto Pleasanton Sacramento Salinas San Diego San Francisco San Jose Stockton Walnut Creek COLORADO Colorado Springs Denver Fort Collins CONNECTICUT Hartford Stamford DISTRICT OF COLUMBIA Washington DELAWARE Wilmington FLORIDA Boca Raton Fort Lauderdale Fort Myers Jacksonville Miami Orlando Stuart Tampa Temple Terrace West Palm Beach GEORGIA Atlanta Pleasanton Sacramento Salinas San Diego San Francisco San Jose Stockton Walnut Creek HAWAII Honolulu IDAH Boise ILLINOIS Chicago Rosemont INDIANA Indianapolis IOWA Des Moines KANSAS Overland Park KENTUCKY Louisville MAINE Portland MASSACHUSETTS Boston MARYLAND Baltimore Bethesda MICHIGAN Detroit Southfield MINNESOTA Minneapolis MISSOURI Clayton Kansas City St. Louis NEBRASKA Omaha NEVADA Las Vegas Reno NEW HAMPSHIRE Manchester NEW JERSEY East Rutherford Islen Morristown Mount Laurel Bloomfield NEW YORK Albany Binghamton Brooklyn Buffalo Corning Fairpoint Forest Hills Ithaca Long Island Melville New York Newburgh Syracuse Utica Watertown White Plains NORTH CAROLINA Charlotte Raleigh OHIO Cincinnati Cleveland Columbus Dayton OKLAHOMA Oklahoma City Tulsa OREGON Portland PENNSYLVANIA Allentown Bensalem Conshohocken Harrisburg Philadelphia Pittsburgh Scranton RHODE ISLAND Providence SOUTH CAROLINA Charleston Greenville TENNESSEE Nashville Texas Austin Dallas El Paso Houston San Antonio UTAH Ogden Park City Salt Lake City St. George VIRGINIA Alexandria Arlington Charlottesville Fredericksburg Lynchburg Newport News Richmond Roanoke Tysons Corner Virginia Beach WASHINGTON Bellevue Seattle WISCONSIN Milwaukee CANADA ALBERTA Calgary Edmonton BRITISH COLUMBIA Burnaby Vancouver Victoria MANITOBA Winnipeg NEW BRUNSWICK Moncton Saint John NEWFOUNDLAND St. John's NOVA SCOTIA Halifax ONTARIO Kingston London Newmarket Ottawa Toronto Waterloo PRINCE EDWARD ISLAND Charlottetown QUEBEC Montreal Saint Laurent SASKATCHEWAN Regina Saskatoon LATIN AMERICA ARGENTINA Buenos Aires BRAZIL Barueri Belo Horizonte Porto Alegre Rio De Janeiro São Paulo CHILE Santiago COLOMBIA Bogota COSTA RICA San Jose MEXICO Cuidad Juarez Guadalajara Mexico City Monterrey Zapopan PERU Lima PUERTO RICO San Juan EMEA BAHRAIN Manama BELGIUM Brussels Liege BOTSWANA Gaborone BULGARIA Sofia CZECH REPUBLIC Prague DEMOCRATIC REPUBLIC OF CONGO Kinshasa DENMARK Copenhagen FINLAND Helsinki FRANCE Bordeaux Dijon Lyon Marseille Montpellier Nice Nimes Paris Reims Rennes Strasbourg Toulouse GEORGIA Tbilisi GERMANY Berlin Frankfurt Hamburg Leipzig Munich GHANA Accra GREECE Athens HUNGARY Budapest ISRAEL Tel Aviv ITALY Milan Rome KAZAKHSTAN Aimaty Astana KENYA Nairobi LESOTHO Maseru LUXEMBOURG Luxembourg MACEDONIA Skopje MONTENEGRO Herceg Novi NAMIBIA Windhoek NETHERLANDS Amsterdam Arnhem Breda Den Haag Eindhoven Enschede Groningen Rotterdam Utrecht Zwolle NIGERIA Lagos NORWAY Oslo POLAND Gdansk Katowice Krakow Lodz Lublin Poznan Warsaw Wroclaw PORTUGAL Lisbon QATAR Doha REPUBLIC OF IRELAND Cork Dublin Galway Limerick ROMANIA Bucharest RUSSIA Moscow SAUDI ARABIA Riyadh SERBIA Belgrade Novi Sad SLOVAKIA Bratislava SOUTH AFRICA Bloemfontein Cape Town Durban East London Edenvalle Johannesburg Kimberley Mthatha Nelspruit Pietermaritzburg Polokwane Port Elizabeth Pretoria Randburg Richards Bay Shelley Beach St Lucia SPAIN Barcelona Madrid SWAZILAND Mbanana SWEDEN Gothenburg Malmo Norrköping Stockholm SWITZERLAND Basel Geneva Lausanne Zurich TANZANIA Dar es Salaam TURKEY Istanbul UKRAINE Kyiv UNITED ARAB EMIRATES Dubai UNITED KINGDOM Belfast Birmingham Bristol Cardiff Edinburgh Glasgow Leeds London Manchester Newcastle Thames Valley ZAMBIA Lusaka ZIMBABWE Harare APAC AUSTRALIA Adelaide Brisbane Canberra Darwin Gold Coast Melbourne Parramatta Perth Sydney INDIA Ahmedabad Bengaluru Chennai Gurgaon Hyderabad Kolkata Mumbai Pune INDONESIA Jakarta JAPAN Tokyo REPUBLIC OF KOREA Seoul Malaysia Kuala Lumpur NEW ZEALAND Auckland Christchurch Hamilton Wellington PHILIPPINES Manila SINGAPORE Singapore THAILAND Bangkok VIETNAM Ho Chi Minh City GREATER CHINA Beijing Changsha Chengdu Chongqing Dalian Guangzhou Hangzhou Hong Kong Nanjing Qingdao Shanghai Shenyang Shenzhen Taipei Tianjin Wuhan Xian Xiamen Zhengzhou	
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THE TEAM

ABOUT CUSHMAN & WAKEFIELD

Cushman & Wakefield is a leading global real estate services firm that delivers exceptional value by putting ideas into action for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with 48,000 employees in approximately 400 offices and 70 countries. In 2017, the firm had revenue of \$6.9 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services. to learn more, visit www.cushmanwakefield.com @CushWake on Twitter.

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- Completed more than \$2 billion in transaction volume in 2018
- Member of Best Places to Work in Indiana Hall of Fame
- Follow us on Twitter @CushWakeINDY



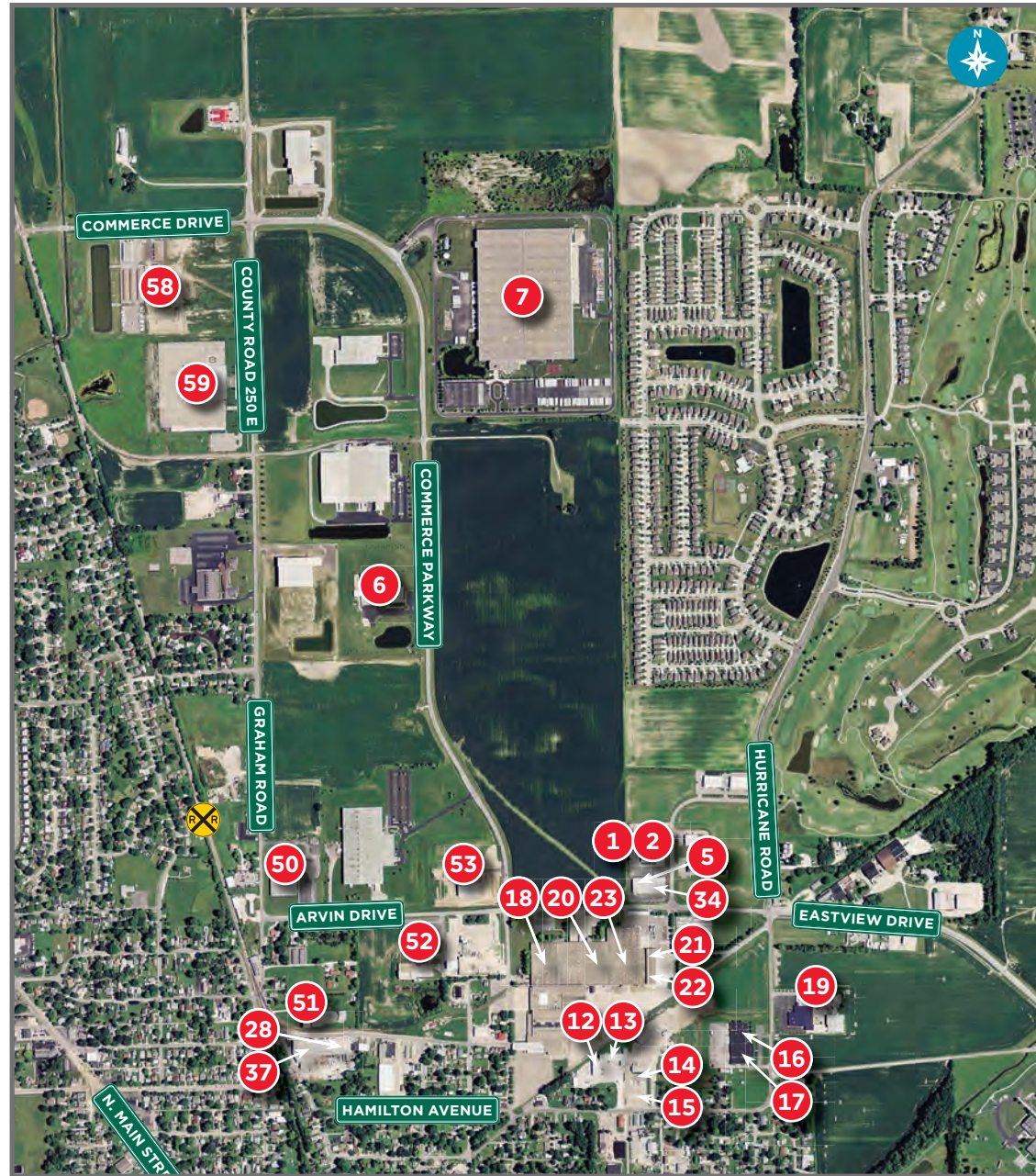
THE TRACK RECORD



The City of Franklin

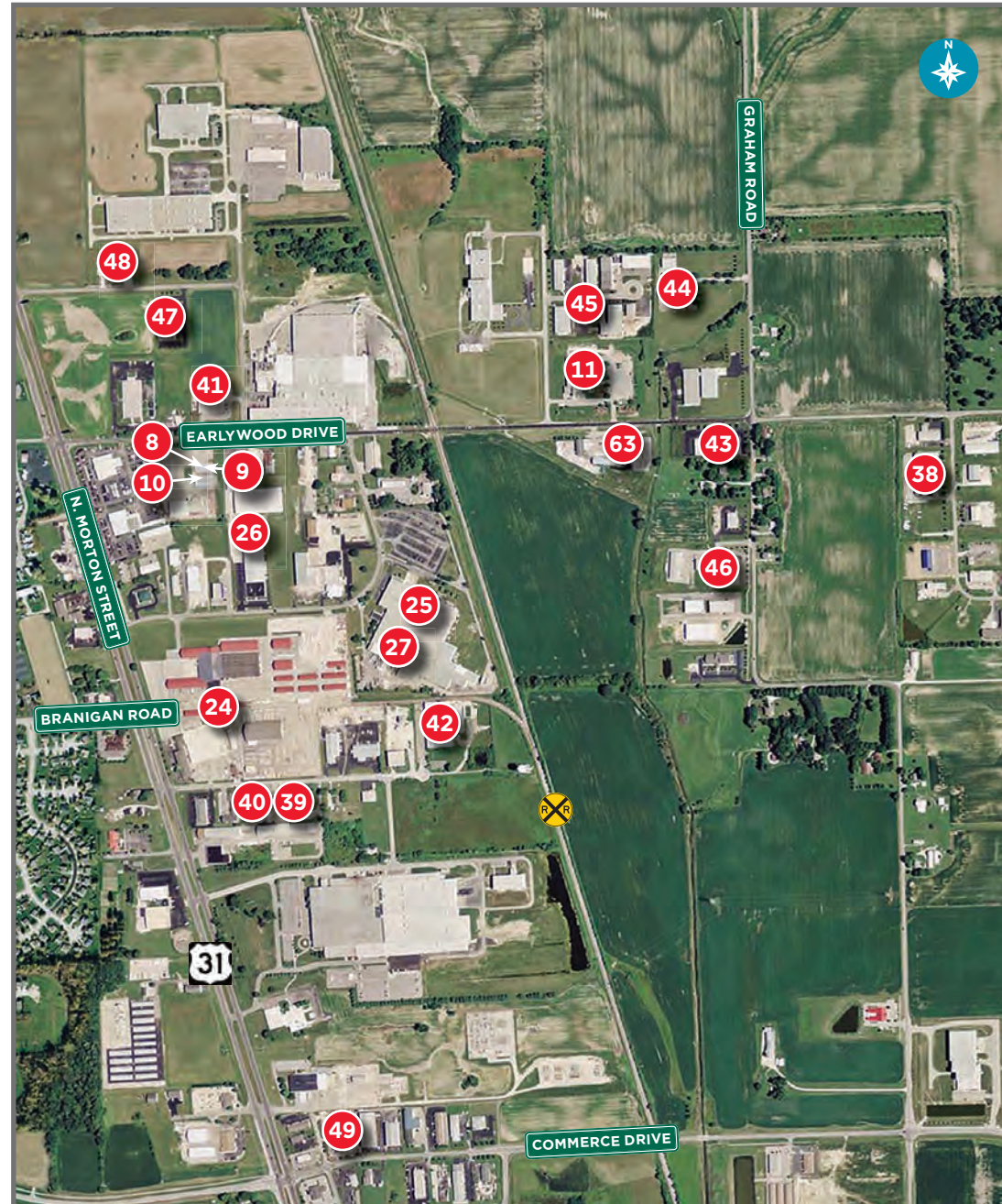
THE TRACK RECORD

CUSHMAN & WAKEFIELD FRANKLIN TRANSACTIONS



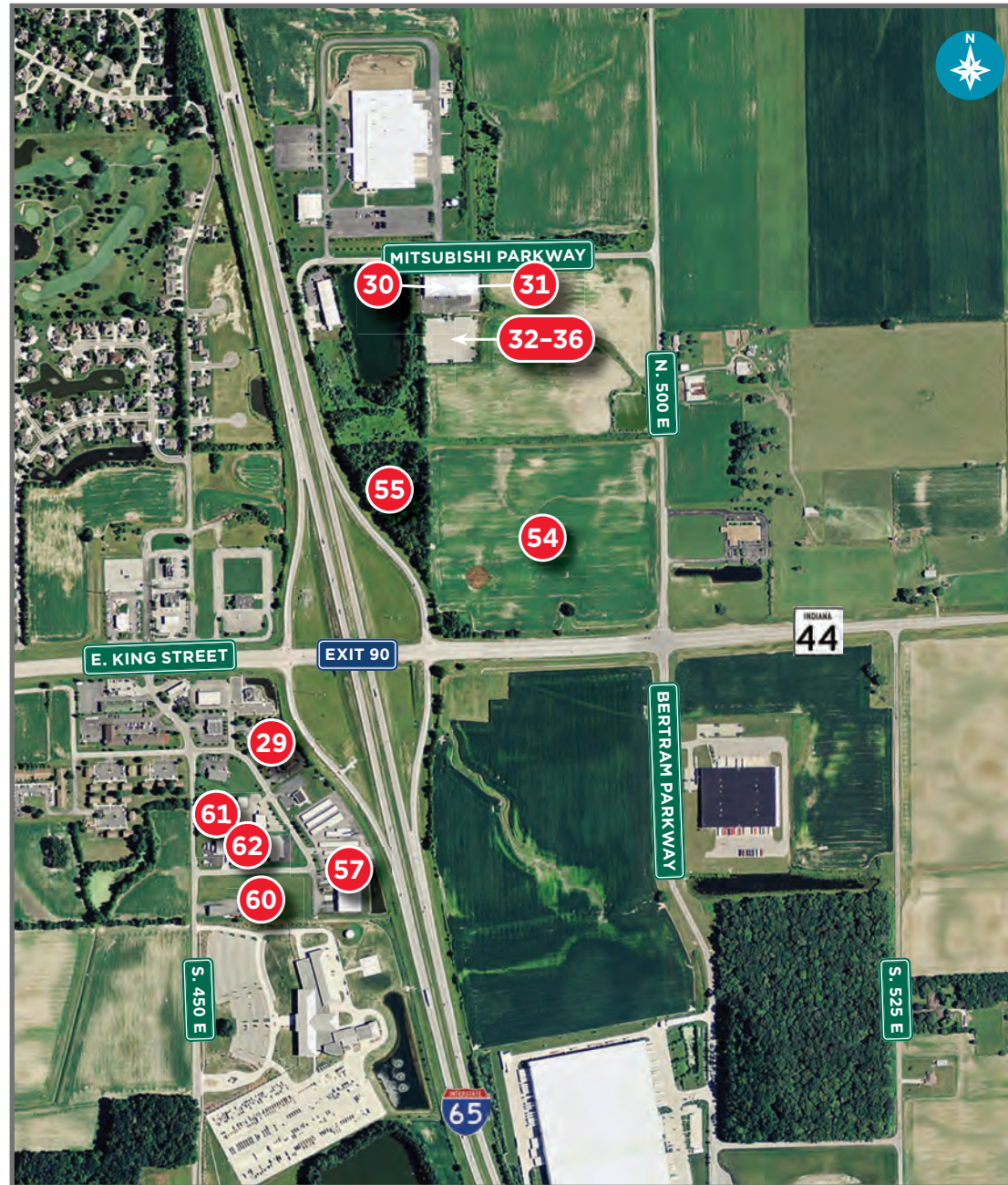
THE TRACK RECORD

CUSHMAN & WAKEFIELD FRANKLIN TRANSACTIONS



THE TRACK RECORD

CUSHMAN & WAKEFIELD FRANKLIN TRANSACTIONS



THE ADDENDA



The City of Franklin

THE ADDENDA

SERVICE PLEDGE

SERVICE PLEDGE FOR FRANKLIN BUSINESS PARK SHELL BUILDING

- Proactively and aggressively market this project
- Thorough understanding of all competition
- Return all phone calls before end of business day
- Attend every showing
- Deliver a property showing report to ownership within 24 hours
- Exceed expectations of prospects and cooperating brokers with speed of responsiveness
- Provide accurate and detailed reporting to ownership

BOTTOM LINE:

You are partnering with the market leader in Central Indiana.

We will not rest until this property is sold.

NO ONE will outwork us!

THE ADDENDA

LISTING AGREEMENT

LISTING AGREEMENT FOR SALE AND LEASE

LISTING AGREEMENT FOR SALE AND LEASE

[Insert name of Owner] ("Owner") appoints Cushman & Wakefield U.S., Inc. ("C&W") as its sole agent and grants to C&W the exclusive right to sell and lease the real property located at [Insert address and/or description of the Property] (the "Property") as provided below.

1. Term. The term of this agreement will commence on [Insert Commencement Date] and will expire on [Insert Expiration Date].
2. Services. C&W will use its efforts to obtain a satisfactory purchaser and tenant(s) for the Property at a sale price and lease rate to be determined by Owner and on such other terms as are acceptable to Owner. C&W will negotiate the business terms of any purchase and sale agreement and lease on behalf of Owner and in Owner's best interest, subject to Owner's review and final approval, except as otherwise directed by Owner. C&W will cooperate with other licensed real estate brokers.
3. Marketing. Owner authorizes C&W to advertise and place signage on the Property, subject to Owner's approval of any advertisements and signage. C&W, at its own expense, will place its standard sign on the Property and will prepare and distribute a standard brokerage flyer. All advertising whether prepared or issued by C&W or by Owner will identify C&W as Owner's exclusive agent for the Property.
4. Referrals. During the term of this agreement, Owner will refer to C&W all inquiries and offers received by Owner with respect to the Property, regardless of the source of such inquiries or offers.
5. Commission. If, during the term hereof, Owner sells and/or leases any interest in the Property, Owner will pay to C&W a commission in accordance with the attached Schedule of Commissions. Within 10 days after the end of the term, C&W will provide to Owner a list of prospective purchasers and tenants to whom the Property was submitted by any party during the term. If a prospective purchaser or tenant, appearing on the list, enters into a purchase and sale agreement or lease within 180 days after the end of the term, and thereafter the sale is closed or the lease is fully executed and delivered, Owner will pay a commission to C&W as provided above. Owner agrees that such 180-day period will be extended for so long as negotiations with a prospective purchaser and tenant are continuing.
6. Outside brokers. If C&W recognizes an outside broker authorized to represent the purchaser or tenant in a transaction for which a commission is payable hereunder, C&W will request such broker to agree to accept the outside broker portion of the commission computed and payable in accordance with the annexed Schedule, and if such other broker agrees, Owner will pay C&W the commission computed and payable in accordance with the annexed Schedule out of which C&W will pay to such other broker its agreed upon commission and retain the balance of the commission as C&W's compensation. If the other broker does not so agree, then negotiations will be suspended until such agreement is obtained. The term "outside broker" means a broker other than [Insert the name(s) of the individual members of the listing team].
7. Representation of Purchasers and Tenants. Owner acknowledges and agrees that C&W may represent potential purchasers and tenants and consents to such dual representation, provided C&W timely discloses any such dual representation to Owner.
8. Fees and Expenses. If either party commences litigation against the other party to enforce its rights under this agreement, the prevailing party will be entitled to recover from the other party the costs and expenses (including reasonable attorneys' fees) incurred.
9. Authority. Owner represents that it is in fact the owner of the Property and has the right to lease and sell the Property. The individuals signing below represent that they are authorized to sign this agreement on behalf of the entity indicated.
10. Professional Advice. C&W recommends that Owner obtain legal, tax or other professional advice relating to this agreement and the proposed sale and lease of the Property as well as the condition and/or legality of the Property, including, but not limited to, the Property's improvements, equipment, soil,

THE ADDENDA

LISTING AGREEMENT

LISTING AGREEMENT FOR SALE AND LEASE

tenancies, title, environmental aspects and compliance with the Americans with Disabilities Act. C&W will have no obligation to investigate any such matters unless expressly otherwise agreed to in writing by Owner and C&W. Owner further agrees that in determining the financial soundness of any prospective purchaser or tenant, Owner will rely solely upon Owner's own investigation and evaluation, notwithstanding C&W's assistance in gathering any financial information.

11. OFAC. Each party represents and warrants to the other that it, and all persons and entities owning (directly or indirectly) an ownership interest in it: (a) are not, and will not become, a person or entity with whom a party is prohibited from doing business under regulations of the Office of Foreign Asset Control ("OFAC") of the Department of the Treasury (including, but not limited to, those named on OFAC's Specially Designated and Blocked Persons list) or under any statute, executive order or other governmental action; and (b) are not knowingly engaged in, and will not knowingly engage in, any dealings or transactions or be otherwise associated with such persons or entities described in clause (a) above.

12. Anti-Bribery & Corruption. Each party represents and warrants to the other that it (and any party acting on its behalf) has not, in order to enter into this agreement, offered, promised, authorized or made any payments or transfers of anything of value which have the purpose or effect of public or commercial bribery, kickbacks or other unlawful or improper means of doing business ("Prohibited Activity") and will not engage in Prohibited Activity during the term of this agreement.

In the event of any violation of this section, the non-offending party shall be entitled to immediately terminate this agreement and take such other actions as are permitted or required to be taken under law or in equity.

13. Miscellaneous. This agreement shall be governed by the laws of the State of Indiana, without giving effect to principles of conflicts of law. This agreement constitutes the entire agreement between the parties regarding the subject matter herein, and no amendments, changes or modifications may be made to this agreement without the express written consent of each of the parties. If any term or provision of this agreement is held by a court of competent jurisdiction to be invalid, void or unenforceable, the remainder of the terms and provisions of the Agreement shall remain in full force and effect and shall in no way be affected, impaired or invalidated. No failure or delay by a party in exercising any right hereunder or any partial exercise thereof shall operate as a waiver thereof or prohibit any other or further exercise of any right hereunder. This agreement shall benefit and be binding upon the parties and their respective successors and assigns. This agreement may be executed and delivered (including by facsimile, "pdf" or other electronic transmission) in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same agreement.

(INSERT NAME OF OWNER)

CUSHMAN & WAKEFIELD U.S., INC.

By: _____
Name: _____
Title: _____
Date: _____

By: _____
Name: _____
Title: _____
Date: _____

[Schedule of Commissions Follows]

THE ADDENDA

LISTING AGREEMENT

LISTING AGREEMENT FOR SALE AND LEASE

SCHEDULE OF COMMISSIONS FOR SALE AND LEASE

SALES OR EXCHANGE

Rate: Seven percent (7%) of the first \$500,000.00 and six percent (6%) thereafter of the gross sales price or exchange value.

Time of Payment: The commission shall be paid in full at the time of the closing or transfer of title to the Property, except in the case of an installment purchase contract, in which case the commission shall be paid in full at the time of full execution and delivery of the installment purchase contract between Owner and purchaser.

Computation of Total Sales Price: The commission shall be computed in accordance with the above rates based upon the gross sales price, which shall include any mortgages, loans or other obligations of Owner which may be assumed by purchaser or which purchaser takes title "subject to," and any purchase money loans or mortgages taken back by Owner.

Purchase Option: If Owner grants a purchase option, C&W will be paid a commission at the above rate on the option price as and when amounts are payable for the option (and for extensions thereof). Upon closing of the sale, C&W will be paid a commission at the above rate on the total sales price (excluding any amount paid for the option and applied to the sales price).

LEASES

Rates: Four percent (4%) of the gross rental contracted to be paid under the lease but in no event less than \$1,500.00. As to month-to-month tenancies, the commission shall be the greater of one month's rent or \$1,500.00. If a cooperating broker is involved in the lease transaction, Owner shall pay a Commission of seven percent (7%) of the gross rental contracted to be paid under the lease, but in no event less than \$1,500. For purposes of this section, C&W may be a cooperating broker as well as the listing broker.

Renewals; Extensions; Expansions: If a lease contains an option or other right to renew or extend the term or to lease additional space, and if the lease is renewed or extended or if a tenant leases additional space, whether or not strictly pursuant to the option or right contained in the lease, Owner shall pay to C&W, at the time of the renewal, extension or lease of additional space, an additional commission at the above rate for the renewal or extension term, or for such additional space.

Cancellation Clauses: C&W will be paid a commission based upon the entire lease term notwithstanding any right of Owner to cancel the lease. If a tenant has a right to cancel the lease after the term has commenced (and for reasons unrelated to casualty, condemnation, default and the like), the commission will initially be based upon the noncancellable portion of the lease term plus the amount of any cancellation payment payable by tenant; if such right is not thereafter exercised, Owner will promptly pay C&W the balance of the commission. A lease will be deemed canceled only if tenant vacates the premises. If a lease is terminated or amended and tenant remains under a new or different arrangement, C&W shall be paid the balance of its commission. If a cancellation payment includes the unamortized commission, then C&W will be paid a full commission as if no right of cancellation existed.

Computation of Commissions: If a rental concession is made by Owner allowing a tenant not to pay rent for the initial months of the lease term, then the commission shall be calculated on the entire term with the first year being deemed to commence on the first day of the lease term whether or not rent is payable. If rental concessions are granted in lieu of Owner performing construction or alteration work and with respect to any other allowances or concessions granted to a tenant whether in the form of a credit against rent, construction, decoration or otherwise, there shall be no deduction from the commission calculation above.

Time of Payment: Commissions on leases shall be earned, due and paid in full upon execution and delivery of the lease between Owner and tenant.

Sale by Owner: In the event of a sale, conveyance or other disposition of all or any portion of Owner's interest in the Property at which the lease is made, Owner shall remain responsible to pay C&W the commissions due and/or which may become due hereunder, unless Owner shall obtain from the grantee of its interest and deliver to C&W an agreement whereby the grantee assumes Owner's commission obligations hereunder.