

LISTING PROPOSAL.

PREPARED FOR

JAMES SAXTON

Manager | Grant Thornton, Limited

PREPARED BY

BRENT OLEKSY

Broker/Owner

Royal LePage South Country
Real Estate Services*

526 5 Street South
Lethbridge, AB T1J 2B8

1-403-380-8300

www.royallepagecommercial.com





ROYAL LEPAGE COMMERCIAL HISTORY

For over 100 years (1913 – 2020), Royal LePage has been and continues to be, one of the most widely recognized well-respected real estate brokerage brands in Canada. Royal LePage Commercial was incorporated, separately from its residential division in 1984 and has been a major force in the development and growth of the Canadian commercial real estate industry quickly becoming the premiere, full-service brokerage across Canada. Royal LePage Commercial is one of the most trusted brands for market intelligence and statistics. It has gained a reputation of excellence both nationally and internationally and has become the brokerage of choice for many of Canada's real estate stakeholders, A-list tenants and investors.

Royal LePage Commercial is a rapidly expanding commercial real estate brand within the Royal LePage framework of independently held brokerages, attracting talented professionals in all markets across the country. With more than 400 agents in over 70 locations across Canada, its strength is based on the number of commercial real estate professionals already established within our large urban centres, cities and towns; equipped with the local market knowledge expertise to serve businesses and investors

ROYAL LEPAGE COMMERCIAL

NETWORK & SERVICE

Headquartered in Toronto, our network of Commercial professionals spans across Canada in both large and small urban centres. We currently have over 400 agents in over 70 offices across the country and continue to grow every year.

Our network consists of a referral force of 18,000 residential agents in 600 offices across Canada. The Royal LePage name has deep roots in real estate and our agents do so in their communities. They are a referral network that no other commercial real estate company in Canada has.



18,000 RESIDENTIAL AGENTS



400 COMMERCIAL AGENTS



600 RESIDENTIAL OFFICES



TORONTO HEAD QUARTERS



OVER 70 OFFICES WITH COMMERCIAL AGENTS

SNAPSHOT OF ROYAL LEPAGE AS A WHOLE

THE VOICE OF CANADIAN REAL ESTATE



OVER 81B IN TRANSACTIONAL DOLLAR VOLUME



PARTICIPATED IN OVER 33% OF ALL TRANSACTIONAL DOLLAR VOLUME IN CANADA



4.05 BILLION MEDIA IMPRESSIONS IN 2019!
65% MORE THAN THE CLOSEST COMPETITOR*

POWERFUL LEADS & REFERRALS CHANNELS



INCREDIBLE REACH! 54M VISITS TO ROYALLEPAGE.CA



#1 FRANCHISOR WEBSITE IN CANADA



+220,000 LEADS/YR FROM DIGITAL CHANNELS & REFERRAL RELATIONSHIPS WITH TOP U.S. & INTERNATIONAL REAL ESTATE COMPANIES

BROOKFIELD A STRONG, STABLE PARENT COMPANY



OVER \$500B OF ASSETS UNDER MANAGEMENT



UNSTOPPABLE MOMENTUM AND GROWTH OVER 18,000 REALTORS®



RANKED AS THE TOP REAL ESTATE COMPANY IN THE WORLD BY FORBES!



BRENT OLEKSY



Brent has been active in real estate in Lethbridge for over 40 years from 1980 to present, the first 16 years as a successful residential salesperson. In 1993 he began managing the local Royal LePage office. In 1996 he purchased the franchise from LePage and continues to own the business to date. Since 2014, Brent has been dedicated to exclusively selling Commercial Real Estate, and has had very good success and a positive reception from the business community here in Lethbridge and in surrounding areas. His experience as the Broker/Owner of the offices in Lethbridge, Taber and the Crowsnest Pass has helped Brent to maximize his abilities to work in the field of Commercial Real Estate.

40+ YEARS OF EXPERIENCE

Brent's 40 plus years of experience will be an asset to Grant Thornton in its role as receiver for the following reasons:

1

Being the Broker/Owner of his own brokerage since 1996 he has helped many of his own agents with their commercial transactions, giving Brent more experience than most commercial brokers;

2

As a Commercial Agent within Royal LePage Commercial and the Royal LePage Corporation as a whole, Brent has more freedom and resources that has allowed him to garner great support in the commercial community in Lethbridge. Brent is not limited in the resources he can use as are other big commercial brokers in the area. Brent is able to use his local expertise and Royal LePage's National reach and tools such as MLS access.

Local Knowledge & Expertise: Brent and his team have a long and intimate knowledge of Alberta and the communities they serve.

There is no learning curve regarding zoning, permits and application processes (both city and Provincial).

These regulatory or administrative elements in Commercial Real Estate are both lengthy and complicated and can derail a closing.

3

Brent and his team have the information to forestall these issues – saving everyone disappointment and expense. They also understand local specifics and their demographics such as traffic counts, household incomes, age, medium income and other important information that, again, benefits both buyer and seller.

These factors become so important for this proposal if the buyer is found in target group 1 and 1a (*Brewing Professionals and Restaurateurs, respectfully – As further noted on the Marketing Plan in this document*) as these potential investors would want this information in advance before considering investing in the building or property.

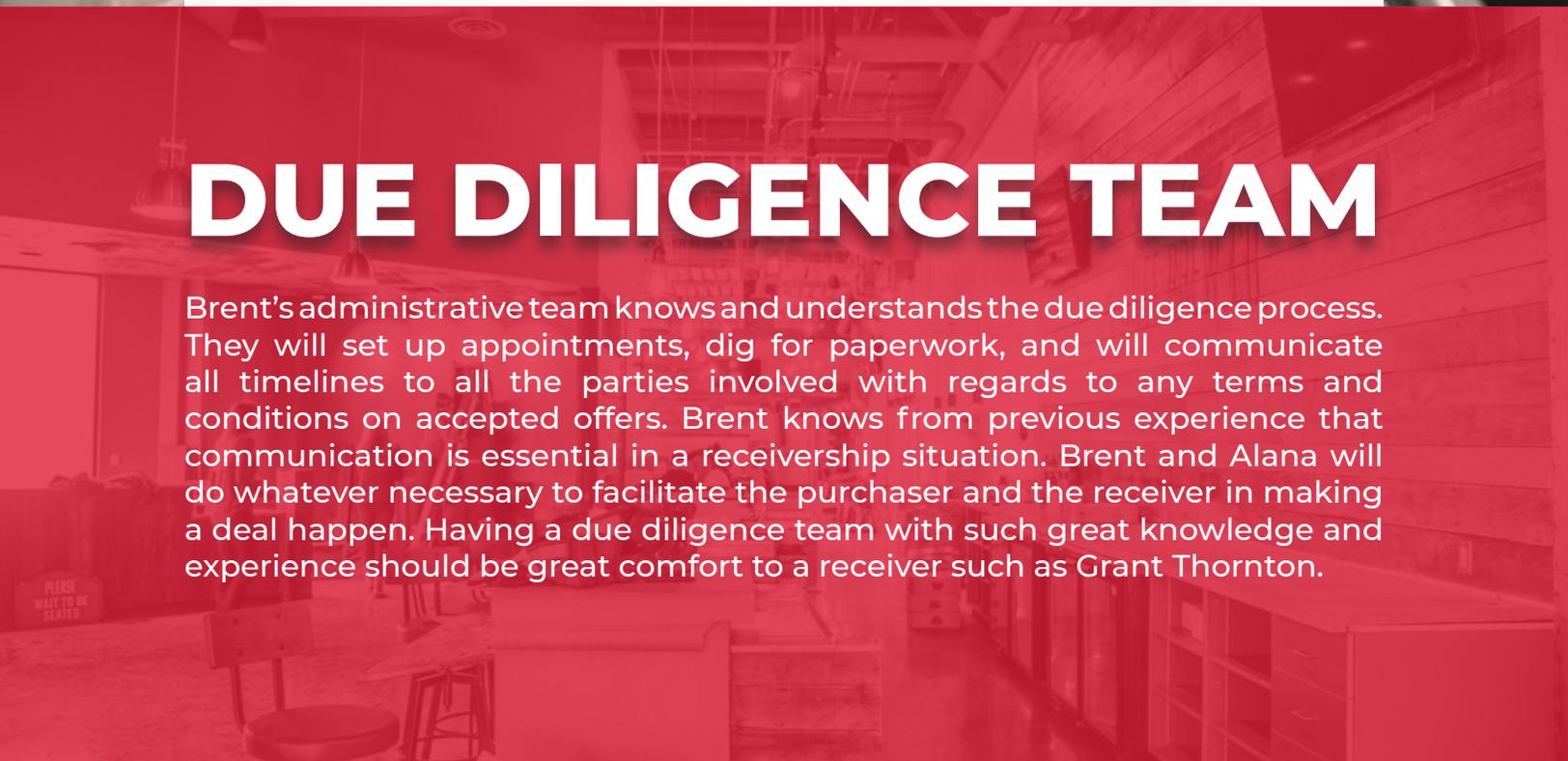


BRENT OLEKSY

EXPERIENCE

Brent's database of restaurant owners in the city and surrounding areas is a definite advantage to the selling of the property. Knowledge of who is looking to expand and/or sell this type of property comes from years of building relationships. He also understands that financials alone do not qualify potential buyers, but also qualifying the buyer's desire to move forward is also important. Brent's experience affords him the ability to ask the right questions to determine both of these very important factors.

Insolvency sales is not something new for Brent as he has been involved in several such transactions as Agent as well as the Broker/Owner. Since embarking on becoming a fully dedicated Commercial Real Estate Agent, Brent has been involved with 5 insolvency listings, 4 of which have been successfully closed with 1 still active. Of note, the one active listing Brent is still working on has been with the same financial institution and same lawyer for said financial institution for close to 4 years. This is a testament to Brent's regular communication with all parties and has kept him on the job.



DUE DILIGENCE TEAM

Brent's administrative team knows and understands the due diligence process. They will set up appointments, dig for paperwork, and will communicate all timelines to all the parties involved with regards to any terms and conditions on accepted offers. Brent knows from previous experience that communication is essential in a receivership situation. Brent and Alana will do whatever necessary to facilitate the purchaser and the receiver in making a deal happen. Having a due diligence team with such great knowledge and experience should be great comfort to a receiver such as Grant Thornton.

MARKETING TEAM

Brent Oleksy and his team of 34 agents, 7 of whom are part of the Royal LePage Commercial division have a deep knowledge local of real estate, community connections and strong professional partners across Alberta. Our team brings a unique opportunity to each of our clients in that they have access to 18,000 Royal LePage Members across Canada and all of their vast network of clients, investors and business owners. Our clients get a proven, stable approach to the many uncertainties that Commercial Real Estate can throw at them. Through an organized and transparent process, we will continue to earn your confidence so that while you focus on your business we focus on your real estate. Our communication is consistent and detailed so that we can brainstorm from initial marketing all the way through to the closing of the transaction.

Royal LePage Commercial has access to commercial marketing specialists in digital marketing, social media, video and graphics. The commercial team assembled has a combined experience of over 35 years providing commercial marketing services to companies across North America such as Colliers, CBRE, JLL, Lee & Associates and many more...

One of the marketing tools that Brent can offer over most other Commercial Brokerages is his ability to use the MLS system to its fullest potential. MLS.ca and Realtor.ca are two of the most used websites in the industry and attract buyers from around the world.



**BRENT
OLEKSY**

**ALANA
TOTH**

WILLIAM MARIANI
DIGITAL MARKETING
SPECIALIST

MELANIE RYAN
SOCIAL MEDIA
SPECIALIST

ALEXANDRA BOYD
GRAPHIC DESIGN

MARKETING TEAM

MLS - REALTOR.CA

Exclusive to members of organized real estate under the Canadian Real Estate Association, listings from MLS are accessible on realtor.ca. Commercial brokerages such as Avison Young, Cushman & Wakefield, Colliers, CBRE and many more do not belong to organized real estate therefore do not have access to the Multiple Listing Service (MLS) and its benefits. Friendly to mobile apps, this search engine is a powerful tool for exposure.

Traffic information as follows (based on 2019 statistics):

- There were over 50 million visits to Realtor.ca in 2019.
- Realtor.ca generated 2.9 million email leads connecting realtors and consumers.
- In 2019 visitors accounted for more than 5.1 billion page views on Realtor.ca

BRENT OLEKSY

Brent's knowledge and experience are a definite asset to helping you dispose of your Real Estate. When you combine Brent and Alana's 58+ years of experience you will get a team that will be able to understand and help you with every facet of your sale.

On an annual basis, Brent is involved in 20-30 commercial transactions while operating and managing a very successful brokerage that affords him the ability to have the patience and funds to market his listings to be sold for the best possible market price.

ALANA TOTH

Alana brings 18+ years of experience and worked side by side with Erroll Zaretski (now retired) on many commercial properties and projects. Some of which include: Coulee Creek Common subdivision, which included working with companies such as The Brick, Swiss Chalet, Petsmart and many more. Alana also helped Erroll in the development of West Highlands, working with companies such as Safeway, Home Hardware, Pet Valu and a host of other major brands.

MARKETING TEAM

WILLIAM MARIANI

William has over 14 years experience in digital marketing, having designed and created his own email delivery system in 2005 which was sold to an International email carrier in 2011. His knowledge in email marketing, HTML creation and CASL compliance is extensive and he has consulted in the US with all the big CRE firms (Colliers, CBRE, JLL), assisting them with compliance when Canada introduced its anti-spam law.

William's ability to build compliant email lists will be a great asset to the targeting of specific decision-making individuals, targeted by Brent as potentially interested buyers.

MELANIE RYAN

Melanie Ryan brings multiple assets to the table that will greatly help the team with the marketing of the property.

First, her knowledge of social media marketing will help to ensure the best possible exposure to targeted demographics, as well as targeted individuals.

Her second asset to this project is her personal social media exposure, where she is considered as an influencer in the craft brewery industry across North America. Her network and contacts alone will help to ensure the greatest exposure to target group #1 (Brewery Professionals).

Together, our sales and marketing team led by Brent as the Broker/Owner is second to none for this particular property and its unique target audience.

REFERRALS

Julie Kennedy | julie.kennedy@mnp.ca | 778.374.2175

Rob Fairfield | rfairfld@telus.net | 403.382.8555

Deirdre McKenna | deirdre@dwlaw.pro | 403.360.7119

Erroll Zaretski | ezcoinc2005@gmail.com | 403.330.7220

PROPERTY & BUILDING OVERVIEW

Address	4085 – 2 Avenue South, Lethbridge AB
Land Area	2.06 Acres
Zoning	C-H
Taxes	\$121,548.56 (2020)
RBA	17,222 SF
Stories	1
Class	N/A
Year Built	2013
Parking	Sufficient
Parking Ratio	N/A

COMPARABLES

This is a unique property of which there are really no comparable sales in Lethbridge. While this uniqueness can be a benefit in attracting it could also be a detriment if the potential buyer is not looking at continuing to use the building as a restaurant/ brew house as many renovations would be needed

OPINION OF VALUE

Because of the uniqueness of this building the value can fluctuate greatly. The market for restaurants in this time of COVID-19 makes this an exceptional challenge to realize the top value of a building such as this. However, I believe that my team, with the all the support mentioned above will help achieve the highest possible dollar amount for this property.

With the conditions of the market I need to give you a wide range of value. I believe that depending on the buyer and their potential use that they have for the building, you could be expecting offers anywhere from a high of \$4,750,000 to a low of \$3,750,000.

Please keep in mind that we are in a dynamic market that is ever changing and I will communicate with you on any changes that I see.



MARKETING STRATEGY

TARGET GROUP #1

WESTERN BREWERS & RESTAURANTS

Our goal is to sell the Real Estate assets at the highest price in the least amount of time. With this common goal, we will achieve top market price by simultaneously targeting the following groups:

1

Master Brewers and Brewing Professionals (Craft and Regular) Owner-users: This target will come not by only going to direct companies but, by also using our highly connected network in Alberta, Western Canada and beyond. We also have a personal list of these people and will be contacting them directly.

1A

Restaurant Owners in Lethbridge that occupy similar, smaller and larger size property/properties that can be looking to upgrade, or increase their seating capacity. Again we have a personal list of these people and will be contacting them directly as well.

1B

Brent has an excellent working relationship with all of the commercial brokerages in the city of Lethbridge. There is an excellent communication between Brent and his peers.

2

Tenants in Lethbridge who are occupying a similar sized property/properties that could be looking to purchase, rather than lease.

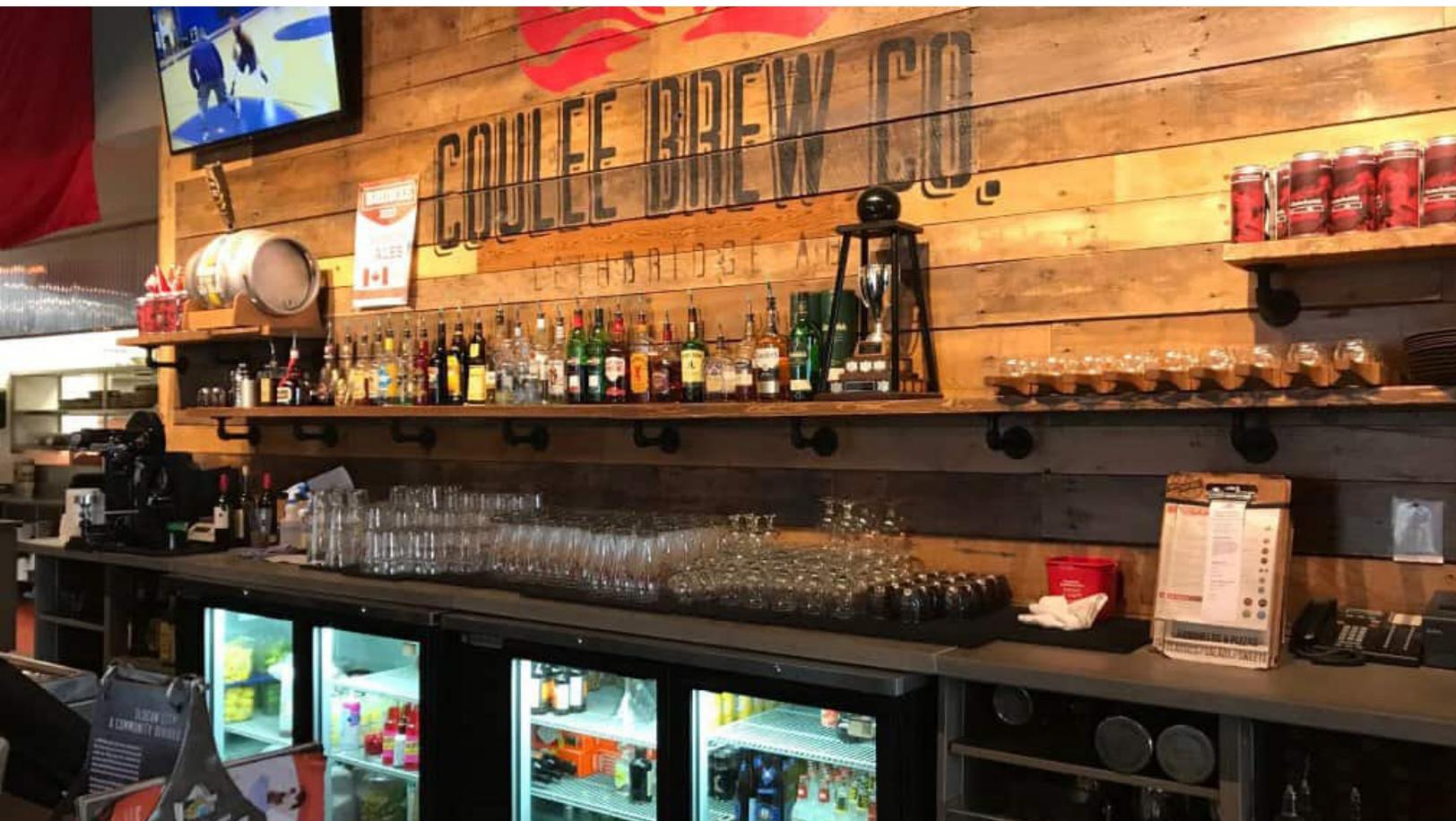
To ensure the broadest market is reached, we will need to target market AND list the properties on MLS. Partnering with Royal LePage Commercial will ensure the most on-line exposure possible, given our site combined with Realtor.ca will garner the highest traffic possible

MARKETING APPROACH & STRATEGY

Our marketing strategy is intended to be targeted and engaging, while simultaneously mitigating risk. We have intimate knowledge of the Lethbridge real estate market as well as the hospitality industry and already have a list of potential buyers seeking such opportunities. Our approach is to develop an awareness of the availability of the property through direct solicitation of a select group of purchasers (Brewing Professionals and Restaurants), followed by our own list of clients which we have identified as capable and motivated.

In addition to marketing the property to a select group of known parties with interests in the area, we plan to expose the property to the open market, through;

- **Signage (see attached)**
- **Social media**
- **Print media (see attached)**
- **RLP referral network**



PRE-MARKETING

1-2 WEEKS

Client Expectations:

- Execution of marketing strategy upon awarding of listing (Advance notice to select group of prospects and to the Royal LePage Commercial network);
- Preparation of Offering Memorandum
 - ♦ Executive summary of the opportunity
 - ♦ Property overview
 - ♦ Financial overview
 - ♦ Market overview
 - ♦ Demographics
 - ♦ Any other relevant information

MANAGING THE PROCESS

ONGOING UNTIL SOLD

The goal is to have the potential Buyers transaction approach align with the objectives of the Seller:

- Lead will be taken by Brent who will manage every aspect of the process. No Junior Associates will be left in control of the file;
- Market Campaigns will be developed with our commercial marketing team
- Create competitive environment
- Direct dialogue with potential buyers and their agents
 - ♦ Pre-qualify interested parties with diplomacy
 - ♦ Vet buyers that are capable and have a proven history of closing transactions
- Encourage offer proposals with integrity
- Report activity to the Seller as per their specified periods

THE PLAN

1. Target launch to pre-selected buyers from a list being compiled by Brent, specifically targeting those that Brent knows would be potentially interested in a property such as this;
2. Launch of professional email campaign to specific Real Estate specialists across Canada, all 400 Royal LePage Commercial agents as well as 2,800 commercial realtors from Royal LePage Commercial's proprietary database;
3. Post Listing on Industry websites:
 - a. Royal LePage (3,674,000+ unique visitors in a quarter)
 - b. Exposure to our 18,000 real estate members across Canada
 - c. Email distribution
 - d. Post on Realtor.ca & MLS for international exposure
 - e. When there are changes to the property i.e. price we will update and do all of the initial contacts again.
4. Social media campaigns with specific exposure to brewers and restaurants
5. Develop brochures for distributing to other brokerages, agents and clients;
6. Special signage for the property (see attached)
7. Print Media, after 1 & 2 have been exhausted (see attached)

PROPOSED COMPENSATION

Fee will be 5% of the first \$2M and 3% of the balance on the sale price plus GST. I will be splitting the fee 60/40 in my favor to help with spending money on marketing etc.

CERTIFICATE OF LIABILITY INSURANCE

This certificate is issued as a matter of information only and confers no rights upon the certificate holder and imposes no liability on the insurer. This certificate does not amend, extend or alter the coverage afforded by the policies below.

1. CERTIFICATE HOLDER - NAME AND MAILING ADDRESS	2. INSURED'S FULL NAME AND MAILING ADDRESS
James Saxton & Grant Thornton LLP Centrium Place Suite 1100 332 6th Ave SW Calgary AB T2P 0B2	Royal LePage South Country Realty Ltd. 526 5 Street South Lethbridge Alberta T1J 2B8

3. DESCRIPTION OF OPERATIONS/LOCATIONS/AUTOMOBILES/SPECIAL ITEMS TO WHICH THIS CERTIFICATE APPLIES (but only with respect to the operations of the Named Insured)

Real Estate Offices

4. COVERAGES

This is to certify that the policies of insurance listed below have been issued to the insured named above for the policy period indicated notwithstanding any requirements, terms or conditions of any contract or other document with respect to which this certificate may be issued or may pertain. The insurance afforded by the policies described herein is subject to all terms, exclusions and conditions of such policies.

LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS

TYPE OF INSURANCE	INSURANCE COMPANY AND POLICY NUMBER	EFFECTIVE DATE YYYY/MM/DD	EXPIRY DATE YYYY/MM/DD	LIMITS OF LIABILITY (Canadian dollars unless indicated otherwise)		
				COVERAGE	DED.	AMOUNT OF INSURANCE
COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE OR <input type="checkbox"/> OCCURRENCE <input checked="" type="checkbox"/> PRODUCTS AND/OR COMPLETED OPERATIONS <input type="checkbox"/> EMPLOYER'S LIABILITY <input type="checkbox"/> CROSS LIABILITY <input type="checkbox"/> WAIVER OF SUBROGATION <input type="checkbox"/> TENANTS LEGAL LIABILITY <input type="checkbox"/> POLLUTION LIABILITY EXTENSION <input checked="" type="checkbox"/> Employee Benefits Liability <input type="checkbox"/>	The Wawanesa Mutual Insurance Company - 5124093	2019/11/20	2020/11/20	COMMERCIAL GENERAL LIABILITY BODILY INJURY AND PROPERTY DAMAGE LIABILITY - GENERAL AGGREGATE	\$1,000	\$5,000,000
				- EACH OCCURRENCE		\$4,000,000
				PRODUCTS AND COMPLETED OPERATIONS AGGREGATE		\$4,000,000
				<input type="checkbox"/> PERSONAL INJURY LIABILITY OR <input type="checkbox"/> PERSONAL AND ADVERTISING INJURY LIABILITY		
				MEDICAL PAYMENTS		\$10,000
				TENANTS LEGAL LIABILITY	\$1,000	\$4,000,000
				POLLUTION LIABILITY EXTENSION		
						\$1,000,000
<input checked="" type="checkbox"/> NON-OWNED AUTOMOBILES	The Wawanesa Mutual Insurance	2019/11/20	2020/11/20	NON-OWNED AUTOMOBILES	\$1,000	\$4,000,000
<input type="checkbox"/> HIRED AUTOMOBILES				HIRED AUTOMOBILES		
AUTOMOBILE LIABILITY <input type="checkbox"/> DESCRIBED AUTOMOBILES <input type="checkbox"/> ALL OWNED AUTOMOBILES <input type="checkbox"/> LEASED AUTOMOBILES ** ** ALL AUTOMOBILES LEASED IN EXCESS OF 30 DAYS WHERE THE INSURED IS REQUIRED TO PROVIDE INSURANCE				BODILY INJURY AND PROPERTY DAMAGE COMBINED		
				BODILY INJURY (PER PERSON)		
				BODILY INJURY (PER ACCIDENT)		
				PROPERTY DAMAGE		
EXCESS LIABILITY <input type="checkbox"/> UMBRELLA FORM <input type="checkbox"/>				EACH OCCURRENCE		
				AGGREGATE		
OTHER LIABILITY (SPECIFY) <input type="checkbox"/> <input type="checkbox"/>						

5. CANCELLATION

Should any of the above described policies be cancelled before the expiration date thereof, the issuing company will endeavour to mail 30 days written notice to the certificate holder named above, but failure to mail such notice shall impose no obligation or liability of any kind upon the company, its agents or representatives.

6. BROKERAGE/AGENCY FULL NAME AND MAILING ADDRESS	7. ADDITIONAL INSURED NAME AND MAILING ADDRESS (Commercial General Liability- but only with respect to the operations of the Named Insured)
Schwartz Reliance Insurance 300 10th Street South Lethbridge AB T1J 3Y5	
BROKER CLIENT ID: SOUTC04	POSTAL CODE

8. CERTIFICATE AUTHORIZATION			
ISSUER Schwartz Reliance Insurance	CONTACT NUMBER(S)		
AUTHORIZED REPRESENTATIVE Dani Mueller	TYPE Main	NO. (403) 320-1010	TYPE Fax NO. (403) 380-4055
SIGNATURE OF AUTHORIZED REPRESENTATIVE	TYPE	NO.	TYPE NO.
	DATE	November 10, 2020	EMAIL ADDRESS dani@schwartzreliance.com

SAMPLE OF SPECIAL SIGNAGE

FOR
SALE

OR
LEASE

BRENT

CALL: 403

 **COMMERCIAL**

OLEKSY

380 8300


ROYAL LEPAGE
SOUTH COUNTRY



SAMPLE OF PRINT MEDIA



Real Estate is an investment in your future

Find your perfect income generating property today

104 Main St, Milk River

JUST LISTED

MLS#A1037728

Local landmark on 75' x 125' m/l lot
off hwy 4. Vacant &
ready to be renovated

\$50,000

102 4 Ave, Warner

MASSIVE PRICE DROP

MLS#A1024595

Warner main street combo restaurant (24 cap), liquor
store, hotel (9 rooms) & tavern
(136 capacity) w/ attached
living quarters! • **\$184,900**

\$159,900

2507 + 2511 21 Ave, Coaldale

MLS# LD0135857
MLS# LD0135910

Great highway visibility 24,829 sq. ft. / 0.569 Acres + 31.799
sq.ft/ 0.73 Acres commercial land near
Tim Hortons, Coaldale Building Centre.
Must be purchased together.

**\$409,678 +
\$524,683.50**

535 13 Street NORTH

G/O

MLS# A1023144

Two storey building with basement for sale!
Building features reception
area, large classrooms,
offices, and storage areas

\$599,000

234 12B Street N

MLS#A1023686

FULLY LEASED, Solid 1 owner building
located near a busy retail
hub with easy access.

\$950,000

20 Mt. Burke BLVD W

JUST LISTED

G/O

MLS# A1036347

1 acre + w/ 2 modern buildings and lots of
parking. Currently occupied
by 3 established tenants.

\$1,390,000

210 / 220 12A St N

MLS# A1023144

Reputable, High exposure strip mall near London
Drugs, Can. Tire & more.
Mixed-used commercial
w/ long term tenants.

**\$1,695,000
FOR SALE**

322 33 Street N

MLS# LD0180361

1.68 acres Industrial property adjacent to
rail line. Includes: lots of storage, office, level
packed lot, loading facilities, loading doors at
grade and grain elevator.

469 40 St S

MLS#A1041378
MLS#A1041423

For sale **\$2,300,000 / Lease \$17 /sqft**
Great building for growing professional office. Over 11,000
sqft office, shop space, 25+ offices, board rooms, 6 baths,
2 kitchenettes + more. On .82 acre lot.



Brent Oleksy

403-380-8300
brentoleksy@royalpage.ca
royalpagecommercial.com

View all of my listings online at:
royalpagecommercial.com
CALL BRENT 403-380-8300

COMMERCIAL
ROYAL LE PAGE
South Country

Cash
GIVEAWAY
\$20,000

**Buy or sell with
us to be entered to win!**

*Terms and conditions apply