



A PRESENTATION OF
SALES LISTING SERVICES

AM

ABID
MIAN

ROYAL LEPAGE
COMMERCIAL

EXECUTIVE SUMMARY

Royal LePage Real Estate Services Ltd. Is pleased to present this sales listing services proposal for the disposition of the assets (the "Properties") located at

- PT E 1/2 LT 16 CON 9 CITY OF VAUGHAN
- PIN 033200328 | Lot Size Area: 1,076,336.18 ft² (24.709 ac)
- PIN 033200329 | Lot Size Area: 798,024.78 ft² (18.320 ac)

SELLER'S OBJECTIVE

It is our understanding that the Seller's objectives are to:

- Appoint an experienced real estate brokerage and team to run a professional sales process with accountability, transparency and full co-operation resulting in maximum exposure
- Enter into an agreement with qualified purchaser(s)
- Close the transaction in a timely manner

THE ROYAL LEPAGE TEAM

Royal LePage has assembled its most senior sales and marketing team to undertake this assignment. Together, our team has an extensive portfolio of successfully closed transactions.

Royal LePage's Principal Agents for this account is Abid Mian (Sales Representative). Jennifer Woodyatt (Research) and William Mariani, Melanie Ryan and Alexandra Boyd (Marketing) will support the sales team and help maximize market coverage and cooperation to find the most qualified Buyers.



About Us

Innovation and service excellence have developed and propelled the Royal LePage brand since 1913. Royal LePage helped pioneer the growth and development of commercial real estate in Canada. Our leadership heritage in commercial real estate gives meaningful vision to today's national network of dedicated commercial real estate professionals and their clients alike. Royal LePage Commercial professionals meet criteria for knowledge, experience and performance, providing credible, quality representation you can rely on. They engender a culture of collaboration where knowledge, information and resources are developed and discreetly shared between large urban centres and smaller markets, coast-to-coast. This partnership mentality is further extended to our respected industry associates, all with the goal of collaborating to meet unique client needs. Whatever your Commercial Real Estate need, Royal LePage Commercial delivers – wherever you are, or wherever you need to be!



TEAM MEMBERS INVOLVED



ABID MIAN

Sales Representative
416.887.3033
icommercialp@gmail.com



JENNIFER WOODYATT
RESEARCH & MARKETING OPERATIONS MANAGER

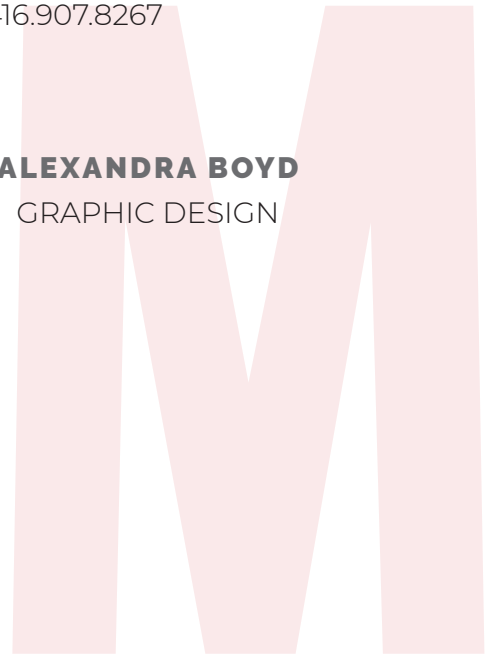
jwoodyatt@royallepagecommercial.com | 416.907.8267



WILLIAM MARIANI
DIGITAL MARKETING
SPECIALIST

MELANIE RYAN
SOCIAL MEDIA
SPECIALIST

ALEXANDRA BOYD
GRAPHIC DESIGN



TEAM MEMBERS INVOLVED

ABID MIAN

Abid Mian is a sales agent and representative with 8+ years experience in the commercial and sales industry. With a focus on Land, Industrial and Retail properties, Abid sells effectively in the Mississauga, Brampton, Oakville, and Toronto area.

Abid Mian's unique negotiation skills and commitment to a happy customer will result in a successful sale or purchase of his client's property. Whether a client is buying or selling, Abid Mian will be happy to help with all real estate needs, getting the best deal for the perfect property.

SKILLS

- Account Management
- Advertising Listings
- Lease Review & Administration
- Managing Value Plans
- Project Management
- Deal Structuring & Negotiations
- Financial Terms & Principles
- Customer Resolution
- Competitive & Market Analysis

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.



COMPANY HISTORY

ROYAL LEPAGE COMMERCIAL

Innovation and service excellence have developed and propelled the Royal LePage brand since 1913. Royal LePage helped pioneer the growth and development of commercial real estate in Canada. Our leadership heritage in commercial real estate gives meaningful vision to today's national network of dedicated commercial real estate professionals and their clients alike.

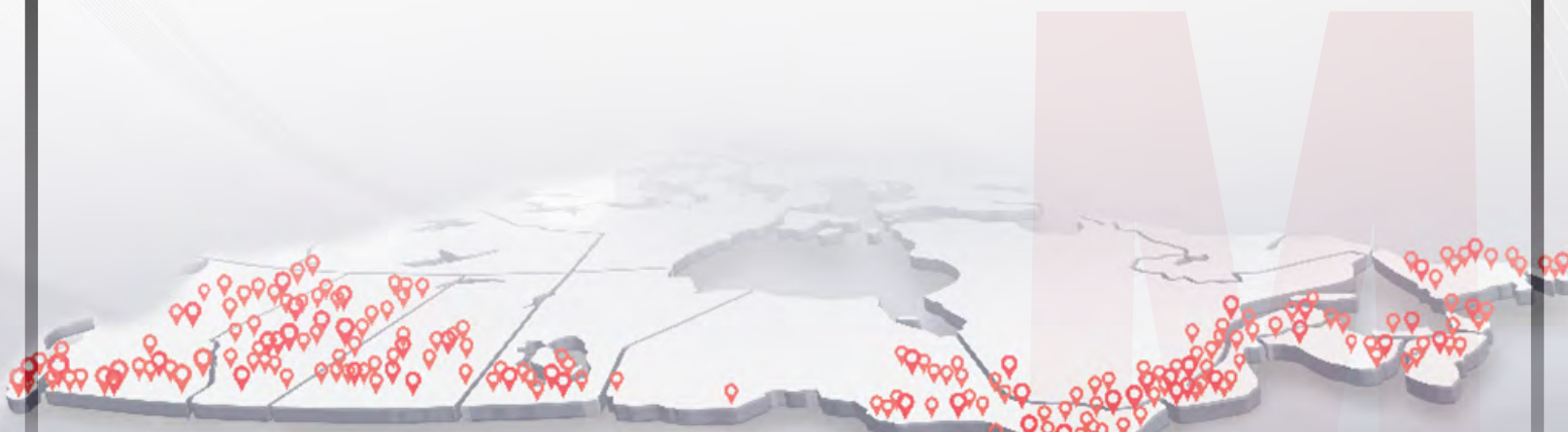
OUR PROFESSIONALS

Royal LePage Commercial professionals meet criteria for knowledge, experience, and performance, providing credible, quality representation you can rely on. With more than 400+ agents in 73 locations across Canada, its strength is based on the number of commercial real estate professionals already established in our large urban centres, cities and towns, equipped with the local market knowledge and expertise to serve businesses and investors. They engender a culture of collaboration where knowledge, information, and resources are developed and discreetly shared.

PARTNERS FOR SUCCESS

This partnership mentality is further extended to our respected industry associates, all with the goal of collaborating to meet unique client needs.

Whatever your commercial real estate need, Royal LePage Commercial delivers – wherever you are, or wherever you need to be.



18,000
Agents



400+ Commercial
Agents



73
Offices



Headquarters in
Toronto

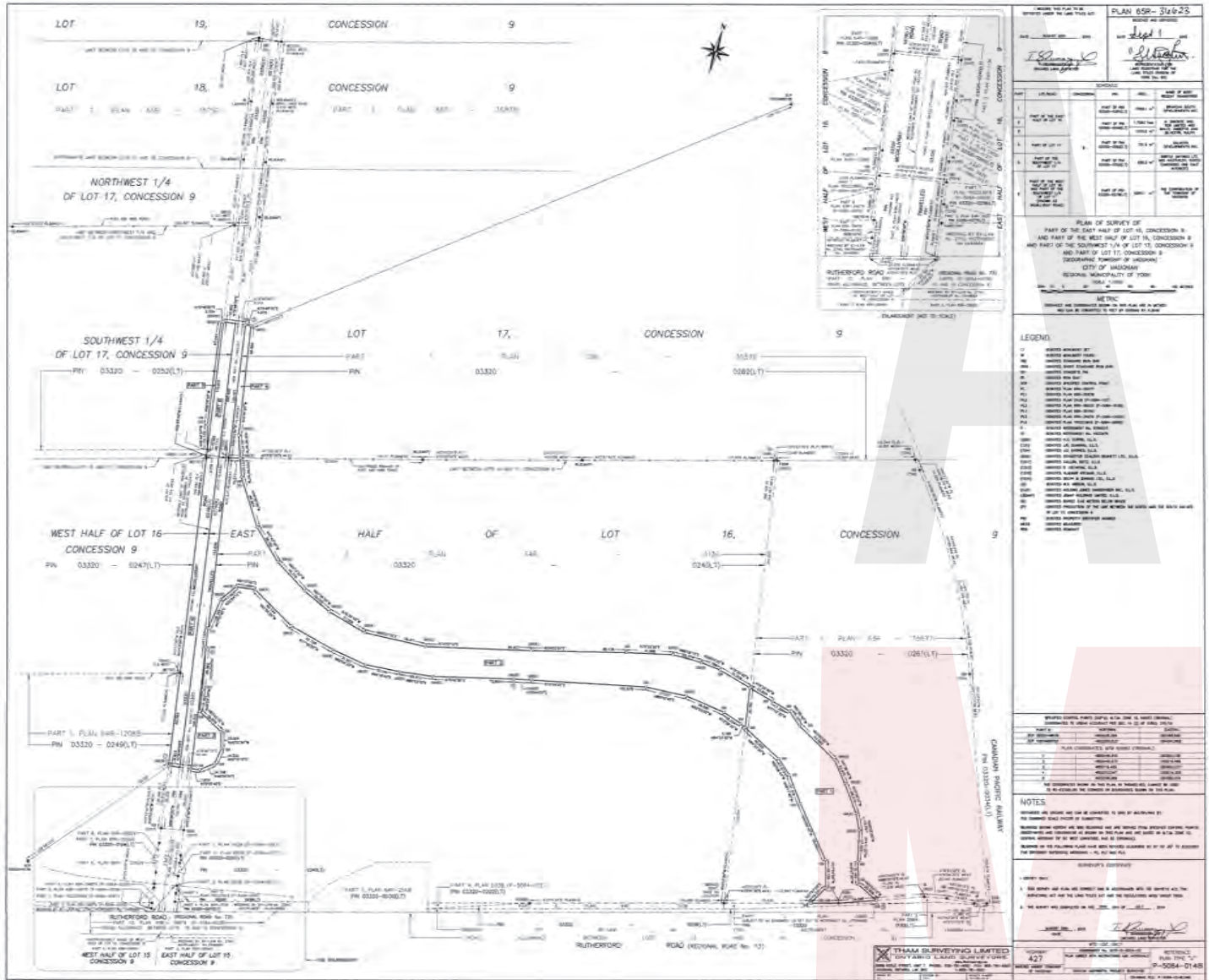


\$20 Million Charity
Work



ASSET OVERVIEW

- PT E 1/2 LT 16 CON 9 CITY OF VAUGHAN
- PIN 033200328 | LOT SIZE AREA: 1,076,336.18 FT² (24.709 AC)
- PIN 033200329 | LOT SIZE AREA: 798,024.78 FT² (18.320 AC)



MARKETING STRATEGY OVERVIEW

MANAGING THE PROCESS

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

- Lead by principal agent
- Create competitive environment
- Direct dialogue with potential buyers and their agents
- Understanding needs, desires and intentions of all parties
- Pre-qualify interested parties with diplomacy
- Vet buyers that are capable and have a proven history of closing transactions
- Have buyer and the marketplace understand the objectives of the seller
- All relevant information to be made available prior to "Offer Presentation"
- Encourage offer proposals with integrity
- Report activity to the Seller in a mutually agreed manner
- Prepare a development summary report for all short-listed buyers and their agent(s)

MARKETING THE SALE

The Plan

- Targeted Professional E-mail Campaign - Over 2500 Developers/Investors and 400+ Royal LePage commercial real estate sales professionals in 73 offices across Canada, as well as 3,000 commercial realtors from the Toronto Real Estate Board's Commercial Database and proprietary developer contact database (2,500) via Youman Media Group, our 3rd party marketing service provider specializing in commercial real estate
- Post Listing on Industry Websites:
 - RealNet (40,000± investor subscribers) and CoStar.com
 - royallepagecommercial.com & royallepage.ca (>3,674,000 unique visitors in Q1 2018)
 - Total Exposure to Marketplace by repetitive email distribution
 - Post on LoopNet website
- LinkedIn communication via exclusive Royal LePage Commercial page
- Royal LePage Commercial Specialty Practice Groups by asset class are led by seasoned and experienced sale professionals who have proven track records in their fields. Our Specialty Practice Groups share market information, best practices, tried and tested transactional documentation as well as resources within the industry.
- Target our database of 1500+ potential buyers who have bought or sold similar properties in the last 5 years
- Advertise in Globe & Mail, National Post, etc

MARKETING STRATEGY OVERVIEW

PROCESS AND MARKETING

Sellers engage Royal LePage Commercial to sell the subject property via Listing Agreement

- Create a competitive environment through multi-channel distribution of Offering
- In the event of multiple offers, consultation with Sellers on next steps and best practices, including but not limited to re-submission from interested purchase groups.
- From our target groups Royal LePage Commercial to commence creation of marketing materials and contact data for all potential Buyers
- Royal LePage Commercial to engage 3rd party email service provider, Youman Media for distribution of email marketing campaign and brochure to listing realtors' private contact databases
- Post Announcement on RealNet & CoStar Data Platforms of Property Offering
- Announcement to Core Development Industry by private direct contact with principals
- Full distribution of marketing brochure to expose our marketing package to the entire market with a primary focus on those targets we deem most credible and capable
- Property tours will be arranged at appropriate times to minimize the disruption to tenants and the Royal LePage team will be in attendance for all showings
- Ongoing marketing - direct contact and meetings with Key Target Purchase Groups

OFFER REVIEW PROCESS

Review of offers - submitted offers will be reviewed and analyzed

- Recommendations will be put forward to the sellers
- If appropriate, the Short List of bidders will be allowed to better and re-submit their offers
- Counter Offer to selected bidder group and negotiations
- Create competitive environment
- Execution of Agreement of Purchase and Sale
- Due Diligence Review of Documentation by Purchase Group, environmental assessment and other materials
- Selected Purchase Group, waives condition, confirming Purchase & Sale is firm
- Proceed to closing date as negotiated by the parties

MARKETING TOOLS AND RESOURCES

Altus Group - The Trusted Source for Commercial Property Information

RealNet empowers over 40,000± commercial real estate professionals with a stake in the Canadian commercial real estate market with the information to make informed decisions. Trusted by the major banks, Federal, Provincial and Municipal levels of governments, institutional investors and the brokerage community, your property will be posted on the RealNet website, advertising the sale to highly qualified groups of potential buyers.

MARKETING STRATEGY OVERVIEW

LoopNet

A web-based service available to Owners/Investors, REITs, Acquisition Executives, Tenants, Landlords, Developers, Asset Managers, Site Selection Managers, Disposition Managers, Brokerages and Corporate Real Estate Executives. LoopNet is rated number one in commercial real estate online industry data platforms, and includes 320,000 members throughout the U.S. and Canada.

Professional Electronic Marketing via Youman Media Group

We have access to a database of over 6,000 members (3,000 in the GTA alone) of the brokerage community across Canada as well as our proprietary list of 2,500+ investors and developers. Our state-of-the-art email campaign marketing allows us to track delivery stats, open rates and allows interested parties to immediately request additional information at the click of a button. All emails distributed through the system, as well as the data itself are in full compliance with the CRTC's Canadian Anti-Spam Legislation (CASL).

Using the reports generated by the system, we can follow-up directly with each of the parties who have received the email and devise follow-up strategies for unopened emails.

Social Media:

The commercial real estate industry is employing Generation Xers and Millennials who are now moving into key decision-making roles. Social media savvy, they rely on LinkedIn in particular as a resource for information about jobs, colleagues, partnerships and business opportunities. The importance of social media is an integral part of a marketing campaign. From exposing a property opportunity to millions of people to targeting its exposure via industry-specific groups, across the country, Facebook, LinkedIn, Twitter and Instagram are all included as part of our marketing approach to ensure the greatest exposure to the market.

National Websites:

Royal LePage is proud to have two of the most visited real estate sites in Canada, with royallepagecommercial.com receiving over 6,000 monthly visitors and royallepage.ca receiving over 2,500,000 monthly visitors. Your property will be prominently displayed on these highly trafficked sites for maximum exposure: www.royallepagecommercial.com & www.royallepage.ca

The Team's goal is to execute a transparent sales process with accountability and integrity that achieves the following

- Marketed within 1 week of being awarded the mandate
- Market and sell the properties on both a portfolio and individual basis
- Ensure Buyers are pre-qualified and capable of closing the transactions in a smooth and timely manner
- Provide weekly updates of marketing initiatives and response
- Expect to finalize all transactions within a timeline of 16 weeks

OFFERING STRATEGY & PROCESS

The main objective of Royal LePage's offering strategy is to generate maximum exposure to qualified Buyers

We achieve this by:

- Providing clear, easy to use offering materials, electronically in a secured data room, in a targeted e-campaign and in print
- Positioning the asset's financial information to support maximum pricing
- Exposing the assets to a wide range of co-operating brokers and investors

OFFERING ANNOUNCEMENT

- To encourage early interest, we will distribute an offering brochure and confidentiality agreement to prospective buyers and a select group of senior co-operating brokers within the first two weeks of engagement
- The introduction will provide an overview of the assets, locations and summaries of the opportunities

OFFERING MEMORANDUM

- An individual offering memorandum will be prepared for the property
- The memorandums will provide thorough information on the property, ground level and aerial photographs, and a market overview. Physical, market, economic and demographic information will be provided to completely educate potential buyers of all aspects of the property and immediate market.

E-MARKETING AND SECURE PASSWORD PROTECTED DATA ROOM

We have access to a database of over 6,000 members (3,000 in the GTA alone) of the brokerage community across Canada as well as our proprietary list of 2,500+ investors and developers. Our state-of-the-art email campaign marketing allows us to track delivery stats, open rates and allows interested parties to immediately request additional information at the click of a button. All emails distributed through the system, as well as the data itself are in full compliance with the CRTC's Canadian Anti-Spam Legislation (CASL).

Using the reports generated by the system, we can follow-up directly with each of the parties who have received the email and devise follow-up strategies for unopened emails.

- Online Marketing Announcement
- Online Offering Memorandum

OFFERING STRATEGY & PROCESS

Strategic Planning

- Evaluate advantages and disadvantages of disposition requirements
- Analyze comparable and competing offerings in the market
- Establish Marketing Strategy
- Identify potential purchasing candidates and co operating brokers
- Review Leases
- Analyze Operating and real estate tax expenses
- Prepare photographs and aerials of properties
- Send Email/Direct Mail blast

2 WEEKS

Pre Marketing

- Send offering brochure to approved list of investors and co operating brokers with requests for buyer qualifications and confidentiality agreements
- Present Sellers with draft of offering memorandum
- Finalize Offering materials

2 WEEKS

Marketing

- Develop Target Buyers
- Send offering memorandum
- Conduct on site presentations and property tours
- Distribute activity reports

2 WEEKS

Offer Presentations & Buyer Notifications

- Offers are due
- Analyze individual offers on each property
- Distribute Due Diligence materials
- Interview top Bidders
- Negotiate terms of purchase and sale contracts

3 WEEKS

Negotiations

- Finalize contracts
- Begin Due diligence
- Coordinate all due diligence tours
- Monitor buyer's commitment to closing

4 WEEKS

Closing

- Collect tenant estoppels
- Finalizing
- Closing documents
- Closing

RENUMERATION

Royal LePage respectfully requests a total commission fee equal to 2% of the final sale price of the property.

LISTING TERM

6 Months

PROFESSIONAL REFERENCES & CORRESPONDING PROPERTIES



**6400-6430 ERIN MILLS PRKWY
MISSISSAUGA**

Harold Barnett

P. Barnett Construction

200 James Street South Suite 202, Hamilton ON L8R2L1

905.522.3326



**57 MCMURCHY AVE S
BRAMPTON**

Sunfield Investments (Mcmurphy) Inc.



PROFESSIONAL REFERENCES & CORRESPONDING PROPERTIES



**2057 MAJOR MACKENZIE DR
VAUGHAN**

Ace Developments (2057 Major Mackenzie Drive) Ltd.



**3030 - 3048 TRAFALGAR RD
OAKVILLE**

