



*Days and Beyond*

## ***Marketing a Listing***

When an owner awards SCM a listing, we are relentless in our pursuit of tenants! We know that getting the listing is just the start of our work for you. We don't just work hard for the first week, but for as long as we list your property.

Below is the process we follow to market your building with in the first 30 days and beyond. **At SCM we have a culture of treating the buildings we lease like we own them!** Your point of pain is ours as well and we want to fill up your building and make a profit for us all.

- Deliver marketing and leasing reports to the owner after the first 30 days.
- Contact by phone 3 tenant rep brokers active in the property's competitive set or sub market each week.
- Email property flyer to brokers. 1200 total brokers in the area.
- Property postcards sent each week as part of Direct Mail campaign through BMS (our direct mail source) and follow-up calls are made 5 days out.
- Super marketing blitz by the SCM team to 10-20 buildings within the first 30 days. Old School, face to face marketing.
- Update proerty info on industry listing services (CoStar, LoopNet, etc.)

### **MONTHLY**

- Check Flyer & Inventory and update as necessary on our property and contact database.
- CIB, NTCAR, RedNews Emails
- Update web resources, including CoStar, LoopNet and SCM Website
- Update interested brokers as to suite size and availability
- Deliver marketing and leasing report to owner

### **QUARTERLY**

- By End of First Quarter after Agreement is signed - install flyer boxes on site with flyers and floor plans.
- Contact tenants for renewals/referrals.
- Take property manager and owner out to lunch or to a Mavs game!

### **SEMI-ANNUAL**

- Contact Tenant Rep Brokers active in property's market and update their info of your property.

