



Marketing Process

Richard Bowers and Company's goal is to effectively position the property, represent your needs as our client, and achieve the desired outcome in an effective manner. This goal is accomplished through diverse marketing efforts and materials.

Property Inspection

We conduct a thorough evaluation of the property and its market to provide an objective assessment, including competitive pricing, property conditions, aesthetics, deferred maintenance as well as suggesting improvements.

Price Evaluation

Our brokers provide an exhaustive financial analysis based on market conditions, appraisals, sales and leasing comparables, economic conditions and the condition and location of the property.

Marketing Plan and Promotion

A sign will be placed on the property, if possible, indicating the availability of the property. A flyer or brochure will be developed to market the property highlighting the advantages, location, and building description and will be provided to the brokerage community, major users and prospective buyers. In addition, the property availability will be posted on Richard Bowers & Co. website, LoopNet, CoStar, the Broker List, the TCN webpage and the Commercial Information Exchange.

Promotion

Richard Bowers & Co. represents landlords in leasing all types of commercial properties and various clients requiring disposition services. Through our database and extensive market activity, we highlight the property features and overcome potential property detractions. Our firm has built a reputation in the community by effectively displaying our market knowledge and valuable insight of competitive pricing with surrounding properties, supply and demand considerations, property conditions, aesthetics and other business factors.

Listing information on the property shall be sent to the brokerage community indicating the availability of the property. Our current broker mailing list is comprised of over 400 licensed real estate agents. The property will also be marketed through our national and local mailings.

Surrounding property owners will be personally contacted to make them aware of the availability of the property as well as to inquire on possible friends or business associates that may have a need they may be aware of. Outside brokers will be contacted about the properties availability and Richard Bowers & Co. will cooperate with any prospects or clients of outside brokerage firms.

All potential leads whether resulting from telephone inquiries, on-site tours of the property, outside brokers, or other sources will be diligently pursued in order to present an offer and complete a successful transaction with the Seller or Lessor.

Marketing Material

- Property Flyers and Brochures
- Property Signage
- Digital and Traditional Mailing
- Marketing Packages
- Tour Packages
- Customized Maps and Aerials
- Richard Bowers & Company Website
- The Market Report
- The Bowers Bulletin
- The Bowers Digest