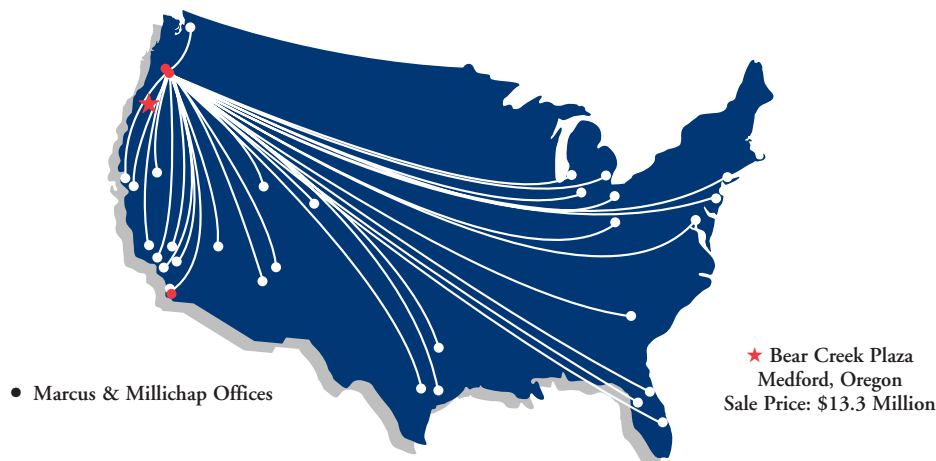


MARCUS & MILLICHAP ACCESSES QUALIFIED BUYERS THROUGH PROPERTY MARKETING SYSTEM



Buyer: San Diego, California Office Representing Buyer: Portland, Oregon
 Seller: Portland, Oregon Office Representing Seller: Portland, Oregon

• Best and Final Offer: San Diego, California

Through the Marcus & Millichap internal marketing network, an agent in the firm's Portland office was able to generate multiple offers and maximize value for the seller on a \$13,300,000 shopping center.

After receiving three unsolicited offers, the seller of the Bear Creek Plaza Shopping Center in Medford, Oregon consulted a Marcus & Millichap agent to determine if the offers reflected the true value of his property. The agent performed extensive studies on market rents in the area and the rent increases built into the leases. He was able to demonstrate that an aggressive marketing plan would produce a much

higher price than the unsolicited offers.

The seller agreed to list the property with Marcus & Millichap. The Portland agent produced a cogent marketing package that substantiated the value of the offering and entered this information into the firm's property marketing system. The competitive bidding environment that was created generated offers from three Marcus & Millichap offices representing five buyers based in both Oregon and California. Ultimately, the best and final offer was from a California based Real Estate Investment Trust (REIT), who paid a price \$800,000 greater than the highest unsolicited offer.

www.marcusmillichap.com

Offices Nationwide

Marcus & Millichap
 Real Estate Investment Brokerage Company