



# NRC REALTY ADVISORS, LLC

The Sealed Bid Sales Leader Optimum Value – Shortest Time

## Demonstrated Excellence

At NRC Realty Advisors, we set the national standard in the structured sale of commercial real estate. Employing a systematic sealed bid process, we consistently deliver the highest prices in the shortest amount of time for our clients. Since 1989, we have sold and closed over 10,000 properties, generating over \$1.5 billion in proceeds.

## A-List Clientele

Our proven track record and consistent results have earned us a loyal following among globally recognized market leaders. Our clients range the full spectrum of industries, including petroleum (BP, Shell, Sunoco), convenience stores (White Hen Pantry), financial institutions (GE Capital, Wachovia), and retail (Kmart). We work with and are hired by major corporations, secured creditors, trustees, and receivers throughout the country.

## Bottom-Line Benefits

Our sealed bid sale process affords our clients:

- Reduced holding costs
- Maximum selling prices through competitive bidding procedures
- Reduced selling time
- Highest returns independent of market liquidity
- Comprehensive due diligence

## Key Principles

NRC is an owner-managed firm stripped free from bureaucratic layers. Our team of professionals operates hands-on with every deal, developing enduring principal-to-principal relationships with each of our clients. This free-flowing exchange of communication enables us to gain a clear-cut understanding of our clients' objectives, insights that we use to structure each sale for maximizing bottom-line results.

## Additional Services

In addition to sealed bid sales, our specialties include:

- Bankruptcy sales
- Receivership sales and services
- Stalking Horse bid programs
- Disposition of environmentally challenged properties.

To learn more about our sealed bid sale program and other services, contact:

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# NRC Realty Advisors, LLC Strategic Disposition – Process Snapshot

For nearly 20 years, we've been a recognized leader in the execution of commercial real estate sealed bid sales. With a team of experienced professionals whose specialties include marketing, public relations, legal consulting, market research, media relations, and customer service—to name just a few—we develop customized plans for each project, ensuring that the divestiture process is efficient and profitable for our clients.

While the fine points of each sealed bid sale are therefore unique, the major stages are systematic and unfold as follows:

## **STAGE 1: Preparation**

We conduct detailed due diligence of our clients' asset(s) and assemble all available physical, financial and environmental information into comprehensive due diligence and sealed bid offering packages.

## **STAGE 2: Market Exposure**

We promote our clients' properties through aggressive multi-media campaigns. Working closely with our sister company, NRC Media, we develop project-specific media plans that provide blanket coverage for all portfolio properties. Our print media coverage provides saturated interest within project-specific markets, the most rapid and effective way to motivate qualified prospects.

### **Sales Brochure**

We design and produce a full-color sales brochures as each sale's basic offering piece. Depending on the portfolio, the brochure may contain property photos, area maps, narrative descriptions, and basic financial information. The brochure may also contain preliminary terms and conditions of the sealed bid sale and an order blank for buyers requesting due diligence information.

### **Direct Mail**

We frequently utilize highly-targeted direct mail campaigns, focusing on both our own internal databases as well as external industry-specific lists.

### **Public Relations**

We design and strategically place public relations stories about our sales in trade and print media. This is a cost-effective method to gain quick sale awareness. Our PR efforts continually produce high-profile mentions in national publications.

## **STAGE 3: Prospects**

Prospects responding to our marketing campaign are directed to our Customer Service Center's toll free 800 number where they can request a sales brochure.

### **Due Diligence Package**

Prospects wishing to place a bid must order a Property Specific Package (PSP). Only then may they submit a non-contingent property bid. Our experience shows that the only way bidders are willing to make "hard bids" is to provide them with extremely detailed due diligence packages three to four weeks prior to the published bid deadline. In addition to detailed property information, the PSPs contain the sales contract and custom bid envelope.

### **Terms and Conditions of Sale**

Terms of the sale are a unique and important aspect of the sealed bid sale process. The terms of sale create a level playing field for all prospects and build confidence among bidders. We prepare terms and conditions that allow each client to retain the control necessary to realize maximum sale proceeds in the shortest amount of time.

## **STAGE 4: Client Updates**

We provide our clients with weekly reports that outline the marketing progress, such as brochure orders, call sources, and due diligence package orders.

## **STAGE 5: Bidding Procedures and Closings**

We require bidders to submit written contracts by a specified date accompanied by bid deposits. We may even request competitive bidders to submit a Best and Final Offer. Provided the high bid is acceptable to our client, the contract will be executed and the earnest money deposited in escrow.

Closing takes place 30-60 days after acceptance of the high bid. Our closing department has trained legal personnel who coordinate between the seller, title company, buyer, buyer's counsel, and buyer's lender.

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