

The Marketing Process

Standard flyers/brochures/htmls are created at the local offices using Buildout. See your office manager or administrative staff.

MARKETING REQUESTS

Email requests to: marketing@naicapital.com

BOVs, marketing proposals, OM's (including market area overviews), brochures, and other marketing collateral (including any items that may need to be graphically enhanced to be included in a standard Buildout brochure).

What to include in your email request:

- The subject line should be the property address, proposal name, or description of the request.
- The body of your email should have clear instructions explaining your marketing request including deadline, output expectations: PDF horizontal, vertical, size: 8.5x11, 11x17, for print or electronic distribution, etc.
- Attach all relevant information in your email (Photos, Word Documents, Maps, Aerials, Floor Plans, Site Plans, Demographics, Spreadsheets, PDF Examples... etc.). Please make sure photos are attached individually as JPG files.

Please note the following before submitting a request.

- Large custom projects are subject to Executive Managing Director approval.
- Plan ahead. The more lead time you provide Marketing the better the final product will result. We recommend submitting your request at least 1 week in advance of your deadline.
- Submit complete material all at once with plenty of notice which helps to ensure a timely turnaround.
- Most projects are completed up to 5 business days of receiving **all** relevant material.
- Submitting an incomplete request will delay the process.
- Each project is different: completion time is dependent on varying factors such size and scope of the project- including how much original marketing material needs to be created, upfront broker input and revisions.

MAPPING REQUESTS

Email requests to: mapping@naicapital.com.

Aerial imagery, presentation/marketing location maps, demographic, site selection and trade area analysis maps.

What to include in your email request:

- The subject line should be the property address, proposal name, or description of the request, comp maps, drive time map, area demo study, etc.
- The body of your email should have clear instructions explaining your request including deadline, output expectation: PDF/JPG, horizontal, vertical, is it for a poster board, brochure, OM or BOV, etc.
- For plotting multiple addresses on a map include in your request a completed Excel spreadsheet template available on broker services: <http://www.naicapital.com/brokerservices/mapping/index.html>.

PUBLIC RELATIONS

Email requests to: jcasillas@naicapital.com or call 818.933.2433.

Closed deals, significant new listings, special events, pitching ideas/stories to the media

What to include in your email request:

- It can be as simple as providing an address/APTO deal number, highlighting the deal points, and providing a quote stating what the key takeaway of the transaction should be from the side the broker represented.
- Call direct to discuss ideas

For immediate response, questions or concerns contact:

J.C. Casillas, 818.933.2433 | jcasillas@naicapital.com

Dennis Pontillano | dpontillano@naicapital.com

Diane Sullivan | dsullivan@naicapital.com