

The logo for BND Commercial, featuring the letters 'BND' in white on a black background, with 'COMMERCIAL' in black on a yellow background below it.

**BND**

**COMMERCIAL**

A photograph of four business professionals in an office setting. A man in a suit and glasses is talking to a woman in a green blazer who is holding a tablet. Another man in a suit is standing next to her, and a woman in a white top is sitting at a desk in the foreground, looking towards the group. In the background, there are charts and a whiteboard.

# DISPOSITION SERVICES

**As client advocates, the BND Commercial team commits itself to achieving the most cost-effective and strategically sound outcome.**

When it comes to dispositions, BND Commercial's success record lies in its ability to rise above the competition in each of these areas:

- Property Information
- Market Value
- Target Market
- Market Exposure



# DISPOSITION SERVICES

## Maximum Return

### Packaging

The BND approach is to try to have virtually every question a given buyer or tenant has answered before it is asked.

### Market Value

The ability to establish the right price requires access to comparables and extensive knowledge of the real estate market.

### Target Market

Utilizing multiple resources and property databases allows BND to target the appropriate prospects and seek them out.

### Maximum Exposure

Whether by internet contact, hard mailers, or direct contact, BND Commercial creates more opportunities for users to see properties than any other company.

**BND is a local firm with national relationships. BND has completed many assignments with national brokerage firms and is viewed as cooperative, efficient, and effective.**

**BND.NET**  
**(260) 407-0900**

1021 S. Calhoun St.  
Fort Wayne, Indiana  
46802

**BND**  
COMMERCIAL

## Local Office Global Solutions

BND is recognized nationally as one of the **top commercial real estate** firms in the northeast Indiana markets. Thanks to a proven track record and a reputation as aggressive marketers and skillful negotiators, BND is also the preferred local provider for many national corporations.

Affiliations with **SIOR** (Society of Industrial and Office Relators), **CCIM** (Certified Commercial Investment Members), **ICSC** (International Council of Shopping Centers), **ICBR** (Indiana Commercial Board of Realtors), **IBBA** (International Business Brokers Association), and **MBBI** (Midwest Business Brokers and Intermediaries), as well as memberships with online listing services, assure that each assignment reaches the broadest possible audience.

The Society of Industrial and Office Realtors (SIOR) is the leading professional commercial and industrial real estate association with brokerage practitioners in **562 cities and 22 countries worldwide**. SIOR members have successfully completed thousands of transactions annually, representing more than \$200 billion in value.

Certified Commercial Investment Members (CCIM) are in more marketplaces in North America (**1,000 cities**) than all major real estate companies combined.

DISPOSITION SERVICES



744 005 5135 5951  
1248 1396 9754 345 9612  
4562 2992 1556 4661  
2 8756 3221 8546 8964  
6359 44 98 31 21 875



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# Marketing Strategy

DISPOSITION SERVICES

## Total Exposure

It is important to develop a strategy to display the property to a wide range of potential users. The goal is to generate total exposure on a local, regional, and national level.

## Full Color Brochures

A full color brochure will be produced for the property.

## Targeted Prospects List

BND Commercial maintains a proprietary database of individual users, commercial real estate brokers, and economic development officials, accumulated over many years of research and relationship development.

## Direct Canvassing Program

BND is one of the few companies that still makes personal contact, soliciting prospects directly.

## Signage

On-site property signage will be installed to draw attention to the availability and to direct inquiries to BND Commercial.

## Cooperation with Other Brokerage Firms

It is important to promote properties to other brokers. The brokerage community, which includes state, regional, and national brokerage firms, will be advised of the availability of the property.

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# Marketing Strategy

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## Internet Marketing

BND Commercial maintains a website at [www.bnd.net](http://www.bnd.net). This creates worldwide exposure with easy access for prospective users. All properties are listed on multiple real estate search engines.

## Tours & Inspections

All prospects are accompanied by a member of the BND team in order to ensure positive selling of property features by a knowledgeable, accountable real estate professional.

## Follow-Up

BND prides itself on its aggressive follow up and ability to push forward where other companies give up.

## Reporting

Owner conferences will be arranged any time they are deemed necessary, appropriate, and/or beneficial. Written status reports will be submitted upon request covering all activity on the property.

## Special Effort

The marketing team is often called upon to provide that extra ingredient to produce a transaction (i.e.: space planning, parking, zoning, construction costs, financing, local attitudes, labor markets, etc.) Whatever that ingredient may be, the marketing team will make every effort to successfully complete a transaction.

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