



CITY OF LA HABRA

RFP
SALE OF APN:
018-381-64

GM PROPERTIES
understands the nuances
of the commercial real
estate market.

We have created this guide
to assist you through this
exciting time.



SEVEN QUESTIONS YOU SHOULD BE ASKING

Choose the correct Brokerage company to handle your specific needs

1. EXPERIENCE

Seemingly, the most obvious question you will ask your listing agent, but be sure to understand your broker's experience with similar buildings and projects. Since 1963, GM Properties has been serving the needs of commercial property owners in Southern California.

2. SPECIALIZATION

It is crucial to choose a company that understands the complexities of the commercial real estate market. GM Properties has a deep grasp of all classes of real estate from retail to office to industrial.

3. CAPACITY

GM Properties truly believes that 1+1=3, meaning that we employ a team approach to management. Whether it is to discuss issues with the tenant or communicate with you, the client, someone will always be available.

4. VENDOR RELATIONSHIPS

Maintaining quality relationships with local vendors leads to quicker service, higher quality work all at lower prices.

5. MARKETING STRATEGY

We engage every possible course to ensure that your property is in the hands of every potential prospect. In addition to the traditional website marketing such as AIR/Catylist, Loopnet, CoStar, and CREXi, GM Properties applies a proactive approach by walking door to door in the surrounding area to personally hand out brochures, sending email blasts, targeted direct mailing campaigns, cold calling as well as any other property specific marketing techniques.

6. ASSOCIATIONS

GM Properties maintains active memberships in several professional associations including: AIR, SIOR, CCIM, IREM, CA Association of Realtors®, NAR, RIAOC, NAIOP and ICSC.

7. UNIQUE

With a foundation of property development at the heart of GM Properties, we are uniquely positioned to assist with all your real estate needs.

EIGHT COMMON MISTAKES PROPERTY OWNERS MAKE

Consideration of these mishaps will keep your transaction on track

1. MOVING TOO FAST

Taking the first deal can be tempting, but sometimes the best deals take time to emerge.

2. FAILING TO QUALIFY PROSPECTS

Entering a deal with an unqualified tenant or buyer will culminate in months of wasted time and effort.

3. HIRING A BROKER WITHOUT SPECIALIZATION

You wouldn't go to your dentist to get your heart checked — experience with similar property types and location is invaluable.

4. IGNORING THE COMPETITION

Now, more than ever, it is imperative to familiarize yourself with competing properties and identify your buildings unique selling points. GM Properties will be sure to keep you abreast to the properties on the market.

5. UNDERESTIMATING PROPERTY CONDITION

Putting a property on the market in poor condition will lead prospects to second guess whether this property is worth their investment. The property must be rent ready and the details matter including having the property cleaned and having lights working for tours.

6. SLOW RESPONSE TIME

In this information age, tenants and buyers expect quick responses. Without this they may move on to the next property.

7. NEGLECTING LONG TERM GOALS

Future objectives should be considered in every transaction. Leases, options, and other contracts significantly affect plans for repositioning and disposition.

8. PRICING THE BUILDING INCORRECTLY

The number one mistake made is inaccurately gaging the market and pricing the building too high, which can be detrimental to the marketing of the property. Holding out for those few extra dollars may deter prospects from even looking at your building.





MAKE SURE YOUR PROPERTY SOARS ABOVE THE REST

We take real estate marketing to the next level

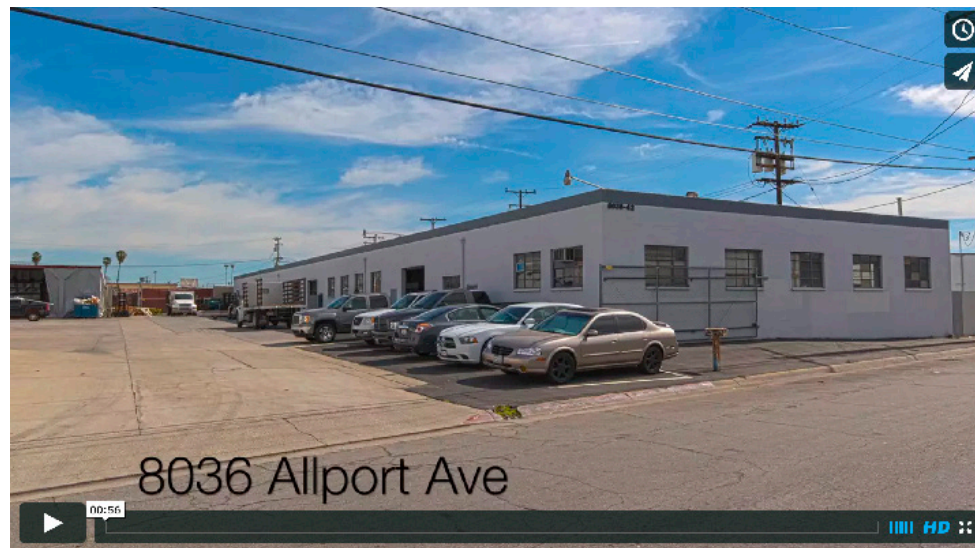
At GM Properties, we are striving to be on the forefront of real estate marketing. With our collaboration with professional media company Prime Real Estate Media, we are able to do just that.

Don't let your property be overlooked by prospective buyers. Standard brochures and pictures are no longer adequate in the technology driven world we live in. We create the highest quality marketing materials specific to your property.

Then, we expand on this standard approach of brochures and listings on the multiple listing services by providing single property websites, videos that include aerial views of the property and virtual tours through Matterport. These videos have been previously unseen in commercial real estate marketing, but is a compelling way to introduce prospects to your property. Best of all, this is all included, free of charge, when you list your property with GM Properties.



Properties are listed on every medium available, including Loopnet, CoStar, Catylist, CREXi, Cityfeet, Commercial Search and the Multiple Listing Service (MLS). Additionally, GM Properties, Inc does targeted mailers, using high quality postcards, email blasts and cold calls to potential buyers.



Finally, with a track record of being a cooperative brokerage firm, we have excellent relationships with hundreds of real estate agents that work the La Habra area.

COMPANY PROFILE



A VALUE-DRIVEN INDUSTRY LEADER



- Dedicated
- Ethical
- Entrepreneurial
- Resolute

A full-service commercial real estate firm, GM Properties provides unparalleled property management, brokerage and trustee services across Southern California.

Since its inception in 1963, GM Properties has been serving its clients with absolute dedication, ardor, and transparency.

With an untiring and tenacious team, ready and willing to assist with every aspect of your real-estate needs, you can always expect an immediate and personable response from GM Properties.

Our impeccable attention to detail and collaborative approach means you get consistent service you can trust, whether it be in buying, selling, leasing or management services.

At GM Properties, we're deeply committed to our ideals and principles, so our clients know they'll always get consistent and quality service.

BROKERAGE TEAM



JASON K. JAMISON
PRESIDENT

As President and Owner of GM Properties, Jason believes in a hands on approach to business and remains committed to being personally available for all issues that may arise.

Jason holds a B.A. in finance from the University of Colorado. Since 2000, he has been a member of AIR (Association of Industrial Realtors) where he served as President in 2014 and is currently serving on the organization's board of directors.

Additionally, Jamison is an active member of SIOR (Society of Industrial and Office Realtors) and ICSC (International Council of Shopping Centers). He is past president of the La Habra Boys and Girls Club, a member of the La Habra Rotary, and serves on several other Boards within the Community and Industry.

In 2008, he was included in Real Estate Southern California Magazine's "Top 40 Under 40" list. The publication hailed the Colorado Springs native as being one of the most aggressive, entrepreneurial, civic-minded and eco-conscious men in the region.



TYLER PORTMAN
VICE PRESIDENT

Tyler came to GM Properties through an internship program with Whittier College, where he received a B.A. in Business Administration (Marketing). Following his senior year, Tyler got his real estate license and has been with GM Properties ever since.

Tyler handles every transaction as though he himself was the one buying or leasing. This keeps him committed to finding the best deal for each and every one of his clients, and ensures his clients have the competitive advantage.

BEN GREER, CCIM
VICE PRESIDENT




A senior sales associate at GM Properties, and multiple time winner of the "Broker of the Year" award, Having received his BS from San Diego State University and CCIM (Certified Commercial Investment Member) designation from IREM (Institute of Real Estate Management), he is well equipped to leverage his expert market knowledge for his clients.

An active member of ICSC (International Council of Shopping Centers), Ben specializes in the commercial and industrial sectors of the greater Los Angeles market.

SUMMARY

Brokerage Firm:	GM Properties, Inc. (Whittier, CA)
Agents:	Agents: Jason Jamison, Ben Greer, Tyler Portman
Number of Years In Business:	Jason (23 years), Ben (18 years), Tyler (12 years)
General Background:	GM Properties, Inc. was founded in 1963 and has grown into a full-service brokerage and property management firm. At present, GM Properties has close to 5 Million square feet under management and handles more than \$150M in annual transaction value. GM Properties has twelve (12) licensed agents/brokers.
Real Estate License Information:	Office License (01238514), Jason (01227240), Ben (01487384), Tyler (01919110)
Tools/Methods for Advertising:	See page 3 for more information. Property listed on all online databases, including AIR/Catylist, Loopnet, CoStar, and CREXi. Direct mailings to potential buyers, property website, email blasts.
Commission:	Market Commission of 5.0% - split 50/50 with Buyer/Procuring Broker
Recent Sale Transactions by GM Properties:	205-211 South Euclid Street, La Habra (Sold to City of La Habra) 215-221 Industry Avenue, La Habra 561 W La Habra Blvd, La Habra 2000 W Imperial Hwy, La Habra 1001 W Whittier Blvd, La Habra 2238 W Whittier Blvd, La Habra 141-169 E Imperial Hwy, La Habra



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MEETING NEEDS — MAXIMIZING RESULTS