

# Commercial Real Estate Services Proposal

For



Prepared by:

Mike Reilly



REILLY & SONS

November 30<sup>th</sup>, 2009



REILLY & SONS



602 DELAWARE  
LEAVENWORTH, KS 66048

BUS. (913) 682-2567  
TOLL FREE (800) 541-1064  
FAX (913) 682-0415  
reilly@reillyandsons.com  
www.reillyandsons.com

## **The History of The Reilly Company**

The Reilly Company started in 1925 as a two-man father-son enterprise. Today, it is the largest Real Estate and Insurance brokerage in Northeast Kansas. The founders were Edward F. Reilly, Sr., a former Mayor of the City of Leavenworth, and his father Humphrey, who served as County Treasurer for 25 years. They established a "tradition of excellence" in business based on ethical practices and professional integrity that has endured as trademarks of Reilly & Sons. Jerry Reilly, Chairman and CEO, along with his brother Edward F. Reilly, Jr. have been with the company for over forty years. Together, they have grown the firm and continue to set their sights on the future. In 1993, they were joined by J.R. Reilly and Mike Reilly.

In 1998, Reilly Real Estate joined the Coldwell Banker system as Coldwell Banker Reilly & Sons, an independently owned and operated member broker. This association blended Reilly Real Estates local real estate experience and reputation for service excellence with Coldwell Banker's nationwide recognition, marketing and relocation network. Today, Coldwell Banker Reilly & Sons represents over 68% of the real estate market in the area and affords the consumer a unique opportunity to get outstanding results in every aspect of their real estate needs. Coldwell Banker Reilly & Sons specializes in the sale of existing homes, new home construction, commercial real estate and relocation services offered through Cendant Mobility and the Coldwell Banker relocation network.

The Reilly Company is the parent company for Reilly Real Estate. The Reilly Company is a "C" corporation while Reilly Real Estate is a Limited Liability Corporation.





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Coldwell Banker Reilly & Sons has a rich history of assisting both sellers and buyers for their Commercial Real Estate needs in and around Leavenworth County. The local expertise that Reilly Real Estate provides combined with the National brand marketing of Coldwell Banker Commercial has proven to be a powerful combination in the local real estate marketplace. Representing over 82% of all Commercial sales, according to Heartland MLS statistics for 2009, of the local marketplace for commercial real estate transactions, has provided Coldwell Banker Reilly & Sons the privilege of working on many high-profile, local transactions.

Our experience is an 85 year history of working with buyers and sellers of commercial real estate in Leavenworth County. Aside from the numerous tracts of ground that we have sold for investment or commercial development, the following is a partial list of some of the more notable commercial clients that we have had the pleasure to help:

Sisters of Charity to Wal-Mart – Represented both parties  
Price Chopper Grocers, Leavenworth – Represented the buyer  
Wood Oil to Dillons Grocers, Leavenworth – Represented both parties  
Eckerd Drug Store, Leavenworth – Represented Seller  
Holiday Inn Express, Lansing – Represented both parties  
Dollar General, Lansing – Represented Seller  
Wood Oil Convenience Stores, 5 locations  
Pueblo Chemical & Supply, Leavenworth – Represented both parties  
Tom Martens Chrysler, Lansing – Represented Seller  
Prairie National Golf Club, Basehor – Represented Seller  
Summit Solutions, Leavenworth – Represented both parties  
McDonalds, Leavenworth – Represented Buyer  
Mama Mia's, Leavenworth – Represented Buyer  
Chuckwagon Restaurant, Leavenworth – Represented Seller  
Western Sizzlin, Leavenworth – Represented both parties  
Physicians Clinic, Lansing – Represented Seller  
Leavenworth/Lansing Nursery, Lansing – Represented buyer  
Ramada Inn, Leavenworth – Represented Seller





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Pizza Hut, Leavenworth – Represented both parties  
Pizza Hut & Wing Street, Leavenworth – Represented both parties.  
Pay-Day Loans, Leavenworth – Represented both parties  
IHOP, Lansing – Represented Seller  
Casey's General Store, Leavenworth – Represented Seller  
Lansing School District, Lansing – Represented both parties  
New Hope Assembly of God Church to Diggs, Leavenworth – PENDING  
Baan Tai Restaurant, Leavenworth – Represented both parties  
Lansing Amoco, Lansing – Represented both parties  
The Guidance Center, Leavenworth – Represented both parties  
First National Bank, Lansing – Represented Buyer  
Oasis Pools, Lansing – Represented both parties  
Frontier Credit Union, Leavenworth – Represented both parties  
Dr. Norris & Kelly, Leavenworth – Represented Seller  
Dillons Grocery, Leavenworth – Represented both parties





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### **Mike Reilly, CIC, AAI, CCIM (candidate)**

Mike graduated with a B.A. in Business Communications from the University of Kansas.

He has earned the Professional Designations of Certified Insurance Counselor along with the Accredited Advisor of Insurance Professional Designation.

Mike is working towards his CCIM professional real estate designation, Certified Commercial Investment Member

### **Employment Experience**

Reilly & Sons Inc.....	1993 - present
Woodsmall Risk Services .....	1991 - 1993

### **Areas of Specialization**

As a business owner, Mike understands and sympathizes with the service needs and goals of his clients. His training in both the financial, operations and marketing areas of the insurance and real estate industries transfer well when working with his clients. Mike places emphasis on the areas of "hands-on" services and responsiveness.

### **Areas of Interest**

- \* Active in Economic Development for Leavenworth County
- \* Enjoys Golf and other activities
- \* Volunteer for several non-profit & educational based organizations
- \* Coach of Youth Sports





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Your Marketing & Sales Team from Coldwell Banker Reilly & Sons will consist of the following:

**Mike Reilly, Team Leader**

As team leader, Mike will be responsible for the overall marketing of the properties. Mike will coordinate and oversee all activities by the rest of the team. Mike's main focus will be on developing and working with prospects to purchase the properties, arrange financing and all of the other aspects (such as zoning) that need to occur with a contract. He will be intimately involved in all aspects of the account. Mike will be the main point of contact for District leadership.

**Cheryl Tucker, Listing Coordinator**

Cheryl is responsible for the account from a listing standpoint. Cheryl will touch all aspects of the listing from paperwork to technology. Cheryl will work to get the listings exposure on the Internet through over 160 websites and will work on all listing marketing material.

**Carolyn Tewes, Closing Coordinator**

Carolyn will work on all contracts that become signed. She will coordinate all inspections, appraisals, title and financing needs and will make sure that all of the details are completed in order to close the contract on time.

**Joan Biastock, Technology Coordinator**

Joan will develop property flier information for each property as well as a property video for each property.





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Our approach to marketing is simple - Our job is to get your properties the absolute most exposure possible – period. By getting your properties the exposure they deserve - suspects, prospects and buyers will be found.

### **Marketing Strategy:**

Our marketing strategy will consist of 4 key elements:

1. Electronic
2. Print
3. Personal
4. Physical

### **Electronic**

We will display your property for sale on over 160 Internet sites. Through our relationship with KansasCity.com and Realtor.com, your properties will be broadcast out to the websites of every major newspaper in North America.

In the absence of a Commercial Real Estate Multiple Listing Service (MLS), Commercial Real Estate Brokers have turned to the World Wide Web. There are three main websites that commercial real estate brokers turn to for information: [www.loopnet.com](http://www.loopnet.com), [www.exceligent.com](http://www.exceligent.com) and [www.costar.com](http://www.costar.com) . Coldwell Banker Reilly & Sons have premier marketing agreements with all three websites so that our listings are automatically uploaded to their sites. Aside from these websites, the information will be placed on [www.coldwellbankercommercial.com](http://www.coldwellbankercommercial.com), [www.reillyandsons.com](http://www.reillyandsons.com) and our local economic development councils' site, [www.lvcountyed.org](http://www.lvcountyed.org).





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The properties will also be listed in the Heartland Multiple Listing Service (MLS) which is accessed by all of the Kansas City Metropolitan Residential Brokers.

### **Print**

#### Property Flier

We will develop a Professional flier on your property to be used as a handout as well as a direct mail piece.

#### Direct Mail

Our Direct mail campaign will be focused on membership lists from the following:

Leavenworth/Lansing Chamber of Commerce  
Leavenworth County Economic Development Corporation

Kansas City, Kansas Chamber of Commerce  
Wyandotte County Economic Development Council

Kansas City Area Development Council

Johnson County Chamber of Commerce  
Johnson County Economic Development Council

Lawrence, Kansas Chamber of Commerce  
Douglas County Economic Development Council

Kansas City Area Commercial Real Estate Brokers





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### **Personal**

We will have direct personal contact with local developers, economic development councils, commercial real estate brokers and all prospects.

We have developed significant relationships with many Kansas City area Commercial Real Estate Brokers. These relationships have proven critical in the success of our marketing efforts in the past and will no doubt play a critical role as we market your properties. Many times, it is more effective to market to those Brokers who are working with multiple buyers and investors as opposed to marketing to potential end users. Through years of hard work, Coldwell Banker Reilly & Sons has become the source of information many commercial brokers rely on when they have clients looking in the Leavenworth/Lansing marketplace.

### **Physical**

Signage – we would anticipate signage on all properties and larger commercial signage where appropriate.

### **Expense of Collateral Material and Advertising:**

Collateral and Marketing materials will be the expense of Coldwell Banker Reilly & Sons.

Any specific requests will be open to discussion as to the most effective way to proceed.

### **Information needed to Market:**

Any information you have on the property would be helpful such as; Building Plans, Maps, Photos, Aerials, Survey or Copy of any Appraisals





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### **Time-Line of Events:**

We would like to set-up a time line for each event listed below if we are awarded the opportunity to work for you:

Listing:	December 15 <sup>th</sup> , 2009
Flier's Completed:	January 1 <sup>st</sup> , 2010
Advertising/Direct Mail:	January 15 <sup>th</sup> , 2010
Bi-Weekly Update Meetings:	Ongoing

### **Compensation:**

We would propose the following fee structure to be paid out of closing proceeds:

Co-Op transaction (Reilly & Sons listing, another Broker sells) 6% of Sales price to be split between both brokers 3% & 3%.

In House transaction (Reilly & Sons listing, Reilly & Sons sells) 5% of Sales price

No fees would be paid unless a closing occurs.

### **Listing Term:**

In light of the unique nature of some of your properties, we would propose no less than a 1 year listing.



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## **Potential Buyers/Ideas**

Whenever we take a listing on a commercial property, we like to imagine who a buyer could be for that particular property. This process helps shape our pricing, our marketing and begins the process of identifying prospects.

I would like to provide you with some initial thoughts on potential prospects for the following properties.

Muncie Elementary – I believe that this property would be best suited for a roll-up. A roll-up is where we assemble several properties in the immediate area, to make each individual property more valuable or more marketable. My thought would be to market this piece as part of the 30 acre piece that I have listed directly to the south as well as some acreage that Armed Forces Insurance would like to sell directly behind their main building on Eisenhower. The entire piece would provide a buyer approx. 60 acres located in the growth area of our community.

North Broadway Elementary – In light of the redevelopment effort being placed in north Leavenworth and the need for "single soldier" housing in the area, I believe that this property is perfectly suited as a re-development project for apartments and my initial thought would be to market to developers doing this kind of re-development.

Abeles Field – After discussions with the City of Leavenworth, it is clear that their intended future use of the Abeles Field site will be strictly industrial. With that in mind, I would help try to push the City into considering the I-2 zoning class which would provide greater value to the purchaser as opposed to I-1. My initial thought would be that this property needs a developer as a buyer to tackle all of the issues surrounding zoning, access, utility upgrades and use.





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Meadow Lane Lots – I believe the primary buyer's for these lots are the neighboring property owners. If there was interest on their part, I might recommend an installment sale as a way of driving interest and completing the transactions over time.

Howard Wilson Elementary & Ben Day Elementary – These properties would be well suited for a redevelopment effort into multi-family housing. The other use for these properties that immediately come to mind would be for religious purposes as both properties could convert to Church's fairly easily.



EXHIBIT C

Response Form

The undersigned, on behalf of the Proposer, certifies that: (1) this offer is made without previous understanding, agreement, or connection with any person, team, or corporation making a proposal on the same services, (2) is in all respects fair and without collusion or fraud, (3) the person whose signature appears below is legally empowered to bind the firm or team in whose name the proposal is entered, (4) the undersigned has read the complete Request for Proposal and understands all provisions therein, (5) if accepted by the District, this proposal is guaranteed as written and amended, and will be implemented as stated, and (6) mistakes in writing of the submitted proposal shall be the responsibility of the Proposer.

Firm Name: Reilly Real Estate dba. Colwell Bunker Reilly & Sons

Contact: Mike Reilly

Address: 608 Delaware City/State/ZIP: Leavenworth, KS, 66048

Phone: 682-2567 FAX: 682-8136

Taxpayer ID No.: \_\_\_\_\_

Company Web Address: reillyandsons.com Email: mike@reillyandsons.com

Type of Entity:

Sole Proprietorship:  Partnership:  Corporation:  Limited Liability Company (or Partnership):

Minority-Owned Business Enterprise: \_\_\_\_\_ Woman-Owned Business Enterprise: \_\_\_\_\_

Number of Employees: 5 employees, 48 independent contractors

I/We, CB/Reilly & Sons, propose to provide the professional services per the requirements outlined in this Request for Proposal. I/We also certify that this proposal is valid for 120 days from the date this proposal and attached information is received and filed by the District.

NOTE: The proposed fee shall be in an amount sufficient to cover any and all costs and expenses of the Proposer, and no additional fees or expenses beyond those set forth in the proposal shall be responsibility of the District.

Please attach to this form a detailed and specific marketing methodology for the marketing and sale of the property, as well as a proposed commission / brokerage fee. In the event the Proposer seeks to provide the services on a non-standard commission basis, please indicate the terms of such fees in addition to a proposed commission.

Please list any additional consultants or firms that will be used in fulfilling the services:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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Each Office Is Independently Owned And Operated.

