



7.20.15

Dear Redevelopment Commission and the City of Columbus:

Thank you for considering my services in regards to the 310 4th Street property.

The following is an overview of my work experience in our area as well as a re-introduction to the Breedden Inc. company and our team.

I have been working with Breedden Inc. for over five years as a commercial real estate broker. My focus has always been in commercial real estate and continues to be my sole professional endeavor. I assist companies, business owners, investors, developers & national/regional site selection teams to buy, sell or lease commercial property in South Central Indiana ~ a 50 mile radius from Columbus is our typical work area.

During my time with Breedden Inc. I have had the opportunity to work with some amazing people and companies in our downtown area. Below is a list of many of my downtown transactions that you may recognize that I have assisted with. I have many more that I would be happy to present at your request.

Coming Soon ~ Le Petite Caribe ~ in the former Papa's Deli space ~ Downtown Columbus
Noble's Barber Shop ~ Downtown Columbus
Chevrolet of Columbus to Menards land ~ West Columbus
White River Running Company ~ Downtown Columbus
Tri-State Artisans ~ Downtown Columbus
50 Washington Street ~ Downtown Columbus
525-527 Washington Street ~ Downtown Columbus
538 Washington Street to Historical Society ~ Downtown Columbus
930 Washington Street to The Eagles ~ Downtown Columbus
230-250 Franklin ~ Downtown Columbus
Taku ~ Downtown Columbus
Pending Sale ~ 217 Washington Street ~ Downtown Columbus

www.BreeddenCommercial.com
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Breeden INC.

COMMERCIAL / INDUSTRIAL

I have worked diligently to establish myself as a reputable commercial broker in our area. My client list is extensive and I act as an advisor to many. Below are a few of my clients and business associates you may recognize. Feel free to reach out to them gain a perspective on how I operate my business and assist my clients.

Tim Cooney ~ Columbus Chamber of Commerce
Jason Hester ~ Economic Development
Leo Portaluppi ~ Chevrolet of Columbus
Greg Fox ~ local real estate owner
Julie Hughes ~ Bartholomew Historical Society
Jeff Rocker ~ Beck Rocker Attorneys
Karl Kissinger ~ Centra Credit Union

Having an extensive network is crucial to being successful, but my true strength is in understanding how to ensure that the properties and projects that I am working on reach my network consistently and effectively. I have a system of marketing that includes digital, print, phone and personal contact. Digitally, I am able to reach my entire database quickly and effectively. I achieve this by utilizing monthly newsletters & special emails ~ which include new listings and new companies that I have assisted open new locations. I am able to review the statistics of information that I send out and I am pleased to see typically more than a 35% open rate.

Likewise, I reach out to specific contacts personally. I take to time to think about each project individually and contact those clients and companies who may have an increased interest.

Throughout my marketing process I track project leads. I document this information and am able to continue to follow up on every level of interest throughout the time that the project is active. Very rarely does one close a deal on first contact. I follow up to be sure the project remains a consideration.

Finally, I am able provide my clients with financial and strategic information they may need to help make a decision. I proudly obtained the CCIM (Certified Commercial Investment Member) designation in 2014. This is a rigorous program that only 6% of commercial brokers hold.

The following is a brief re-introduction to Breeden Inc. I feel this is a key element to successful brokerage. We are a great team!

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BREEDEN INC.

For over 64 years, Breedden Inc. has been a leader and innovator within all facets of real estate in south central Indiana. Headquartered in Columbus, Indiana, the additional markets we serve have grown to include Greensburg, Seymour, North Vernon, Batesville, Madison and Greenwood among others.

We have a staff of three full time brokers engaged in commercial real estate. We have extensive experience in representing companies with diverse real estate needs. Our team works closely together utilizing each member's strengths and resources. Breedden clients benefit from having all three brokers working for them.

- The Breedden Commercial marketing is multi-faceted with national reach. Our professional networks allow us to reach both the brokerage community throughout the nation as well as prospective users of commercial real estate. Essentially when we market your property, it can be found **anywhere** people search for commercial real estate. Our networks to whom we market include:
 - *Certified Commercial Investment Members (CCIM)
 - *Costar
 - *LoopNet
 - *Indiana Commercial Board of Realtors
- **The Breedden** knowledge is backed by the company's 64 years as one of South Central Indiana's premier real estate companies.
- Experienced, professional practitioners with a proven track record.
- An aggressive, knowledgeable and proven staff of brokers.

In addition to digital marketing, Breedden Commercial uses print via local newspapers and also targets markets to "people of influence". These are individuals in communities in south central Indiana that we know well and are candidates to share our information with someone else who may be interested. Often times, they themselves are possible prospects. This list includes a multitude of past clients, bankers, attorneys, accountants, financial advisors, real estate users, investor and more.

We operate on a commission based tiered system. The commission rate is 7% up to \$500,000 and drops 1% for each additional \$250,000 down to 4%. We work closely with other commercial real estate professionals in the region including those from Indianapolis, Louisville and Cincinnati and share our fees on a cooperative basis with them.

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Breeden INC.

COMMERCIAL / INDUSTRIAL

Enclosed is an example of our marketing flyer & my professional profile for your review.

Thank you again for allowing me to share this information with you. Should you have additional questions, please do not hesitate to contact me.

Sincerely,



Tara Board, CCIM

Commercial Broker

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