

# AICRE COMMERCIAL

# REAL ESTATE ADVISORY SERVICES

## WHO WE ARE

AICRE Commercial is a full-service real estate brokerage capable of all commercial property assignments. Our team is comprised of dedicated professionals with extensive market knowledge and experience.

### AICRE Commercial's Advisory Services include, but are not limited to:

- Client Needs Analysis / Strategic Planning
- Market / Sub-Market Research
- Tenant Sourcing and Vetting
- Property Tour Coordination / Tour Review
- Lease Negotiations
- Formal Lease Review
- Sale & Purchase Negotiations
- Property Marketing Services
- Property Valuation & Performance Analysis

## MARKETING SERVICES

When AICRE is successful in obtaining approval to proceed with the assignment of the subject property, to expose the property to the greatest number of applicable prospects in the shortest time frame possible we will employ the following tactics:

### BROKERAGE INVOLVEMENT

- Engage commercial and industrial real estate agents in Edmonton / Alberta through online marketing, daily communication and email blasts to over 600 industry professionals in our contact database

### PHONE CALLS

- Cold calling
- Follow up with qualified leads who we know are looking for a similar property

### SIGNAGE

- Display custom signs onsite in high exposure positions, overlays/underlays added for greater impact
- Ensure property remains top of mind to daily traffic, neighbouring businesses, and prospective Purchasers

### INTERNET AND SOCIAL MEDIA

- Placing the property on online marketplaces such as LoopNet, SpaceList and Kijiji
- Visually enticing listing with bulleted highlights and ongoing status updates
- Generate as much exposure to the property as possible through all forms of advertising and social media (LinkedIn, Instagram and Facebook)

### BROCHURE

- High quality, full colour, professionally designed document
- Comprehensive summary outlining major features of property

## ADVERTISING

We are the most forward-thinking and aggressive brokerage in the city, and utilize a range of marketing tools.



Google is the worlds leading Internet search engine.

AICRE Commercial utilizes key words through Edmonton, Leduc/Nisku.



LoopNet is an online marketplace for commercial property, providing commercial listings for sale and lease in Canada and the United States.

AICRE Commercial advertises on LoopNet, with paid Gold Standard ads.



CoStar Group is a provider of information, analytics and marketing services to the commercial property industry in Canada and the United States.

AICRE Commercial is a fully subscribed member of the CoStar group.



The leading commercial real estate marketplace in Canada.

AICRE Commercial maintains "PRO" status on Spacelist, meaning our Listings are always at the top of the list.



Kijiji is a Canadian online classified advertising website and marketplace.

AICRE Commercial advertises on Kijiji which appeals to local Tenants/Purchasers.



Edmonton's No. 1 read daily newspaper.

AICRE Commercial is now the only Commercial brokerage advertising on a weekly basis in the Edmonton Journal (both paper copy and online).



LinkedIn is the world's leading business and employment-focused social media platform.

AICRE Commercial advertises its properties using photo and video media.

# CALL US TODAY FOR ALL YOUR REAL ESTATE NEEDS

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