

Colliers Nashville | 2024

Exclusive Listing Management & Marketing Process Guide

PLUS ADDITIONAL MARKETING GUIDES AND TOOLS

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Accelerating success.



The purpose of this guide

Guidelines for a start-to-finish streamlined exclusive listing management & marketing process.

The Goal? To increase efficiency and productivity resulting in best in class marketing materials.

By following a start-to-finish streamlined process for creating exclusive listings' marketing collateral, the administrative team is well-positioned to provide unparalleled service that allows the team to do what matters most: **develop high-quality and creative marketing collateral while optimizing producer and client marketing initiatives.**

colliers.com/nashville

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MARKETING

WEB

ADVERTISING

PRINT

DESIGN

ANALYTICS

Exclusive Listing
Management &
**Marketing Process
Guide**

Steps for a Start-to-Finish Exclusive Listing Management & Marketing Process

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STEP 1

Receiving a New Exclusive Listing & Marketing Materials Request Form

Adding a New Exclusive Listing to the Listing Management System and Requesting Marketing Collateral:

The Broker must complete the New Exclusive Listing & Marketing Materials Request Form (Smartsheet form) bookmarked in their browser, answering all required questions, and attaching all necessary documentation. The listing will be added to the Colliers Nashville Listing Management System when submitted.

Questions for the broker to consider before submitting the form include:

1. Which marketing service to use?
 - a. Assigned CSS/CSC Team member
 - Colliers Brand Templates
 - Any size & consideration
 - For property marketing collateral that needs to enter the marketplace quickly
 - Estimated timeline after all materials are received
 - Flyers - **4 days**
 - OMs/Brochures - Up to 20 pages - **5 days**
 - OMs/Brochures - Over 20 pages - **10 days**
 - b. Assigned CSS/CSC + Local Marketing (the local marketing team includes the graphic designer and marketing specialist)
 - Fully customized marketing materials
 - Trophy listings/assets
 - Local marketing team-designed collateral for projects with unique requirements that need to stand out in the marketplace
 - Estimated timeline after all materials are received
 - OMs/Brochures - Up to 20 pages - **15 days**
 - OMs/Brochures - Over 20 pages - **20 days**
 - c. Assigned CSS/CSC + Local Marketing + Regional Team
 - Full custom-brand campaign
 - \$250,000 in expected commissions
 - For a top-tier asset where a fully branded marketing campaign is required to develop or enhance an asset's identity
2. What type of package is needed?
 - a. Offering Memorandum only (6+ pages with confidential content)
 - b. Offering Memorandum + Teaser (4 to 6-page flyer to accompany the offering memorandum)
 - c. Brochure (6+ pages with no confidential content)
 - d. Flyer (2 to 6 pages with no confidential content)

STEP 1

Receiving a New Exclusive Listing & Marketing Materials Request Form (continued)

3. What are the materials needed for the marketing package?
 - a. Static photography (internal and external)
 - b. Static aerial images
 - c. Drone video
 - d. Matterport tour
 - e. Maps

Once a broker has fully completed and submitted the New Exclusive Listing & Marketing Materials Request Form, **the client services team member who receives the notification of the form submittal will contact the lead broker in 2 to 3 business hours from the time of receiving the form to discuss the request in further detail.** The team member may have additional questions not covered on the form regarding specifics of the package and deadline requirements.

Link to New Exclusive Listing & Marketing Materials Request Form:

<https://app.smartsheet.com/b/form/a209052a185740eea1d4bfcc8cba89b9>

Colliers

Request for Exclusive Listing Property Marketing Materials for Sales and Leasing Assignments

The purpose of completing this form – to increase efficiency and productivity resulting in best in class marketing materials.

By following a start-to-finish streamlined process for creating exclusive listings' marketing collateral, the administrative team is well-positioned to provide unparalleled service that allows the team to do what matters most: develop high-quality and creative marketing collateral while optimizing producer and client marketing initiatives.

Your Name

Date

Property Information

Pipeline # *

Building Name (if available)

Street Address *

City *

State *

Zip Code *

County *

Listing Information

Lead Broker *

Co-Brokers

**THIS SCREENSHOT IS FOR DEMONSTRATION PURPOSES ONLY.
THE FORM CONTINUES WITH ADDITIONAL SECTIONS AND QUESTIONS.**

STEP 2

The Development Stage

Creating the Marketing Collateral:

Once a broker submits a New Exclusive Listing & Marketing Materials Request Form, the client services team will receive an email notification and is to review the form, **follow up with the broker for any additional questions**, and establish a timeline for producing the collateral. The following steps are for the team member to get organized and begin the development process.

Steps to follow for creating marketing collateral include:

1. If the local marketing team's services are selected, set up a meeting between the brokers and marketing team to discuss design and content.
2. Develop an outline
3. Take inventory, pull and order any needed materials and content (i.e. photography, icons, demographics, logos)
4. Write text draft using a Word document – this is an optional step when only the Assigned CSS/CSC is selected.
5. Design
6. Draft review and edits.
7. Finalize draft

Note:

When developing an outline for a brochure or offering memorandum, it's good to include the standard sections as a starting point to build a foundation for the marketing package.

Standard sections for a brochure and/or offering memorandum include:

1. Executive Summary
2. Investment Highlights
3. Property Overview
4. Market Overview
5. Financial Analysis (offering memorandums only)
6. Transaction Guidelines

STEP 2

The Development Stage (continued)

Standard inventory of content and materials needed for a brochure or offering memorandum include:

In-House Items:

1. Executive summary (typically provided by broker)
2. Market overview information
3. Tenant overview information (if applicable)
4. Financials/Valuation content (provided by broker, offering memorandums only)
5. Map(s)
6. Demographics
7. Accolades
8. Icons
9. Matterport Tour

In-House or Outsourced Items:

1. Static photography - external
2. Static photography - internal
3. Static aerial images
4. Videography - drone video

STEP 3

Finalizing the Exclusive Listing Marketing Collateral

Review and Approval:

Now that the draft has become a deliverable package, it's time for the collateral to be submitted by the client services team to the broker(s)/client for a final review and approval before hitting the marketplace. Broker is to receive written approval, emails are acceptable, from the client before collateral will hit the market. But before submitting to the broker(s), the client services, with the assistance of local marketing, is to conduct a quality control check.

The following items should be reviewed one final time to address all inaccuracies and oversights before the broker(s)/client sees the package.

Check for -

- Content alignment is all correct and justified throughout the package
- Fonts and formatting are consistent throughout the package
- Images are clear with no cut-off areas
- Links are all live, without breakage, and correct
- Names are spelled correctly and follow the same formatting throughout the package
- Additional spelling and grammar errors are corrected
- All templated copy is removed
- Export settings are correct for .pdf formatting

With the quality control check complete, the package is ready to be submitted for review and approval to the broker(s)/client.

STEP 4

Creating a Digital Exclusive Listing Marketing Footprint

Mass Listing Sites, Email Marketing, and Social Media:

Approval from the broker(s)/client is required before any marketing materials are distributed to the marketplace. The broker is to receive written approval, and emails are acceptable, from the client before collateral can be distributed to the market. Once client services receive approval from the broker(s)/client, **a copy of the approval is to be uploaded to the Listing Management System**. The team member is to follow the directions the broker(s) provided in the New Exclusive Listing & Marketing Request Form for creating the listings' digital property marketing footprint.

Add the listings to Mass Listing Sites. Options include:

1. Colliers – Our Listings
2. CoStar
3. RCM – LightBox (sale only)
4. Crexi
5. Other (follow directions provided in description box on form)

Email Campaigns:

The client services team member is to create an email marketing campaign in MarketingCloud that showcases the highlights and attractive aspects of the listing using the information provided in the marketing collateral.

1. Remember to keep it simple and always include a “Call to Action” with one or more links to marketing collateral, more information, inquiries, and/or tour request.
2. Once created, the team member must submit a test to the broker(s) for approval. Edits are to be expected before reaching a final product.
3. Once final approval is received, the team member will confirm the distribution list to be used and the distribution frequency provided in the New Exclusive Listing & Marketing Materials Request Form.
4. Distribution frequency is tracked by keeping the distribution date updated in the Listing Management System in the Latest Email Distribution Date column.

Post to Social Media Channels. Options include:

1. Broker's LinkedIn channel
2. Broker's Instagram channel (Facebook and Twitter may also be used)
3. Colliers Nashville's social media channels for qualifying transactions (see social media guide)

STEP 5

Email Campaign Compliance

Quarterly Check-Ins:

The local marketing team will conduct quarterly check-ins to ensure email campaigns are being distributed according to the broker(s)/client's directions in the Listing Management System.

Note:

1. Email campaigns will be chosen randomly and checked for the latest distribution date to ensure the email campaign follows the broker/client's requested frequency.
2. Brokers will be contacted randomly for a brief survey of their overall satisfaction with the distribution of their email campaigns.

The management team will address any issues.

**NOT CONDUCTING
AT THIS TIME**

STEP 6

Listing Agreement Maintenance

Listing Agreements Expiration Date Confirmation:

Based on the expiration date provided in the New Exclusive Listing & Marketing Materials Request Form, the Listing Management System will email the Transaction Manager of an upcoming term expiration. Two expiration ticklers are in place — one 60-day and one 30-day.

When the Transaction Manager receives an expiration notification –

1. The Transaction Manager is to forward the email with a standard Listing Agreement Amendment form to the lead broker advising of the upcoming Listing Agreement expiration.
2. Once the broker is notified of an upcoming Listing Agreement expiration, the broker is responsible for filling out the Listing Agreement Amendment form and getting it to fully executed status. Once executed, the broker is to forward the form to the Transaction Manager.
3. When the Transaction Manager receives the fully executed listing agreement amendment, the amendment must be uploaded to the Listing Management System, and the current expiration date updated to reflect the new expiration date. The Listing Agreement amendment must be received before the expiration of the current term to ensure marketing is maintained.

STEP 7

Removing the Listing from the Market

Taking Down the Listing from all Platforms:

Now that a listing has been sold or leased and a transaction form has been submitted to the transaction manager, client services must conduct a final run-through to ensure the listing is fully closed out. Below is a checklist for closing out a listing.

1. Marketing collateral is moved from the active flyers file to the old flyers file.
2. The Listing Agreement and amendment(s) are downloaded and saved in the "1-ListingAgreements-CompletedAssignments_&_Expired" file under the appropriate year for the completed assignment or expired L.A.
3. The listing is removed from internal databases, and taken down from all mass listing sites.
4. Email campaign tracking is stopped, and all emails for the listing scheduled for distribution are cancelled.
5. A sign form is submitted to the transaction manager requesting all signage be removed from the property.



Additional
Marketing Guides

A woman with long blonde hair and glasses is sitting at a desk in a modern office, looking at a computer monitor. She is wearing a dark blue sleeveless top. In the background, there is a large window with a view of a city and a tall green plant. Another person is visible in the background, also working at a computer. The overall atmosphere is professional and bright.

Colliers

Colliers
Copy Style Guide

The purpose of this guide

Everything we do and write contributes to the reputation of Colliers. Grammatical and style errors diminish our credibility and professionalism. This can lead to tangible, negative outcomes – our media releases could be rejected by editors, our proposals for new business might be unsuccessful, or readers might misunderstand what we mean.

We have put together the following guidelines to help ensure that all internal and external communications are on brand and consistent in the market.

The guide does not tell you how to write. We aim to help you write correctly.

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Quick Tips

Spelling

Important Company Terminology

Colliers Names and Service Lines

Core Global Terminology

Core Global Terminology (cont'd)

Property Terminology

Copy

Punctuation

Numbers

Which Word is Right?



Quick Tips

The correct possessive form of Colliers

- ✓ Colliers'
- ✗ Collier's

Abbreviation of square feet and square metres

- ✓ sq. ft. ✗ sq. ft ✗ sq ft
- ✓ m² in advertisements ✗ sqm
- ✓ SF and MSF (in charts, advertisements, bulleted lists or incomplete sentences)

Colliers only capitalizes job titles when they immediately precede or succeed a name

- ✓ Vice President Stan Jones
- ✓ Jane Smith, Managing Director

Business lines and team names are capitalized

- ✓ Debt Advisory
- ✓ Project Leaders

'and' should be written as an '&' in service lines

- ✓ Licensed & Leisure
- ✗ Licensed and Leisure

Lists of services and sectors should not be capitalized in sentences

- ✓ We provide services across retail, office and logistics sectors

Do not insert the letters th, rd, or st following a date

- ✓ June 21 2019
- ✗ June 21st, 2009

Hyphenation

- ✓ email ✗ e-mail
- ✓ online ✗ on-line
- ✓ website ✗ web-site

Colliers uses advisor

- ✓ advisor ✗ adviser

Spell out million or billion, but abbreviate to m and bn for tables and headlines.

- ✓ \$2 million USD, \$500bn, 100 dollars
- ✗ \$500 bn, 100 Dollars

Seasons are only capitalized if they denote a date

- ✓ our Summer 2011 publication
- ✓ this is due to be released over the summer

'More than' describes quantity and over describes a spatial relationship

- ✓ she has more than 20 years of real estate experience

Nationalities and languages are title case only

- ✓ he was German
- ✓ he spoke Spanish

Use sentence case when writing bullet points

- ✗ Capital Letters in Every Word are Hard to Read

Other capitalization

- ✗ Q1 OUTLOOK REPORT

One to nine are written in full. Numbers 10 and over are written numerically.

- ✓ one, two, three, 10, 11, 12
- ✗ 1, 2, 3

Americanisms only apply in the United States and sometimes Canada. In all other regions, avoid Americanisms

- ✓ postal code
- ✗ zip code

Plc, Ltd etc. should be removed from client lists

- ✓ Construction Company
- ✗ Construction Company Ltd.



Spelling

Each region and/or country has specified standard journalism style guides or dictionaries to follow for consistency.

- Australia and New Zealand: Australian Oxford Dictionary or Macquarie Dictionary
- Canada: The Canadian Press Stylebook, The Canadian Press Caps and Spelling
- United States: Associated Press Stylebook
- United Kingdom: BBC News style guide, Oxford English Dictionary
- Asia: Oxford English Dictionary (primary), BBC News style guide

Make sure your Microsoft Office dictionary is set to the appropriate language. Find out how at <https://support.office.com/en-us/article/check-spelling-and-grammar-in-a-different-language-in-excel-and-access-667ba67a-a202-42fd-8596-edc1fa320e00>



Note:

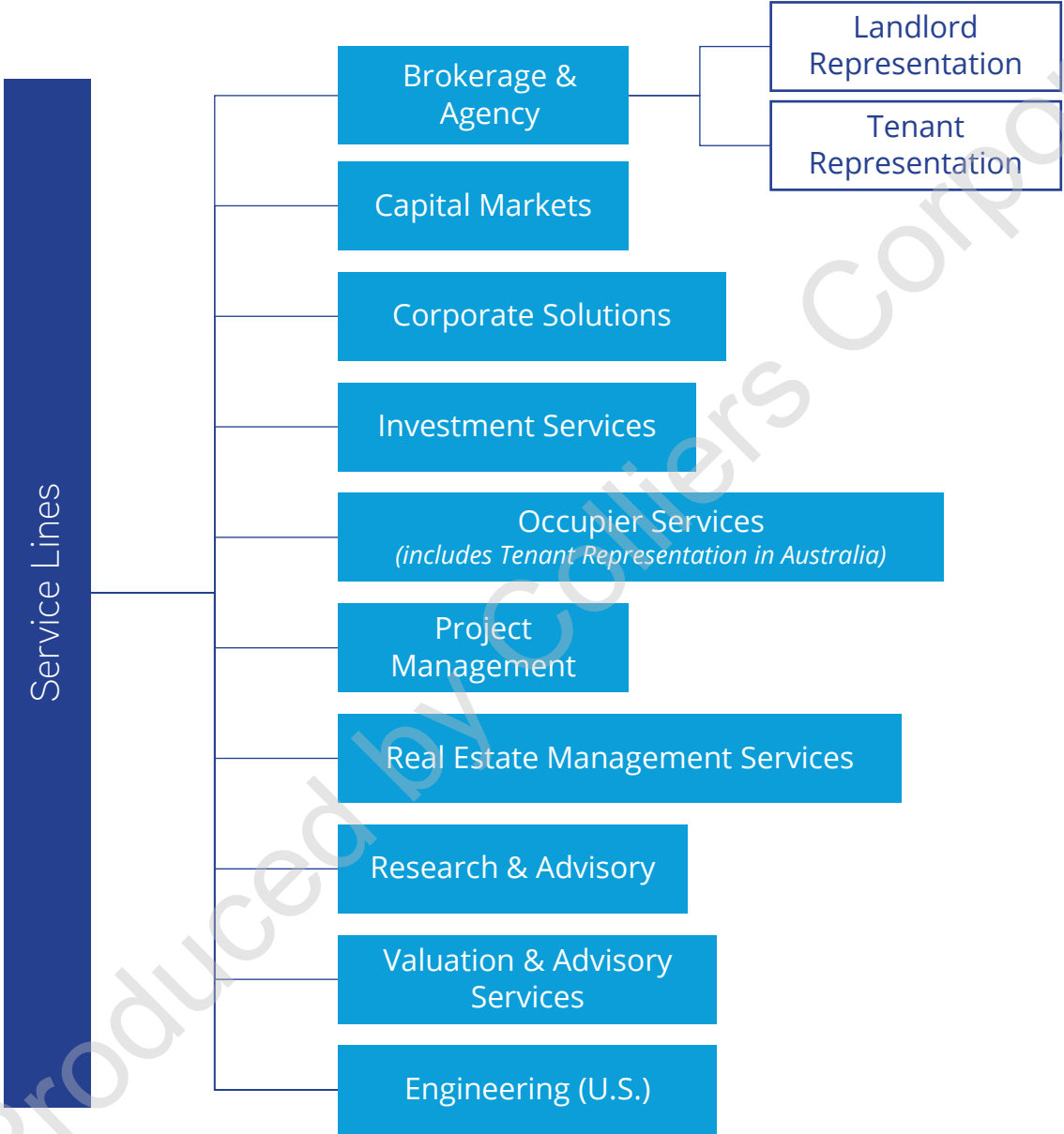
The Global Copy Style Guide is written with Canadian spelling.

Important Company Terminology

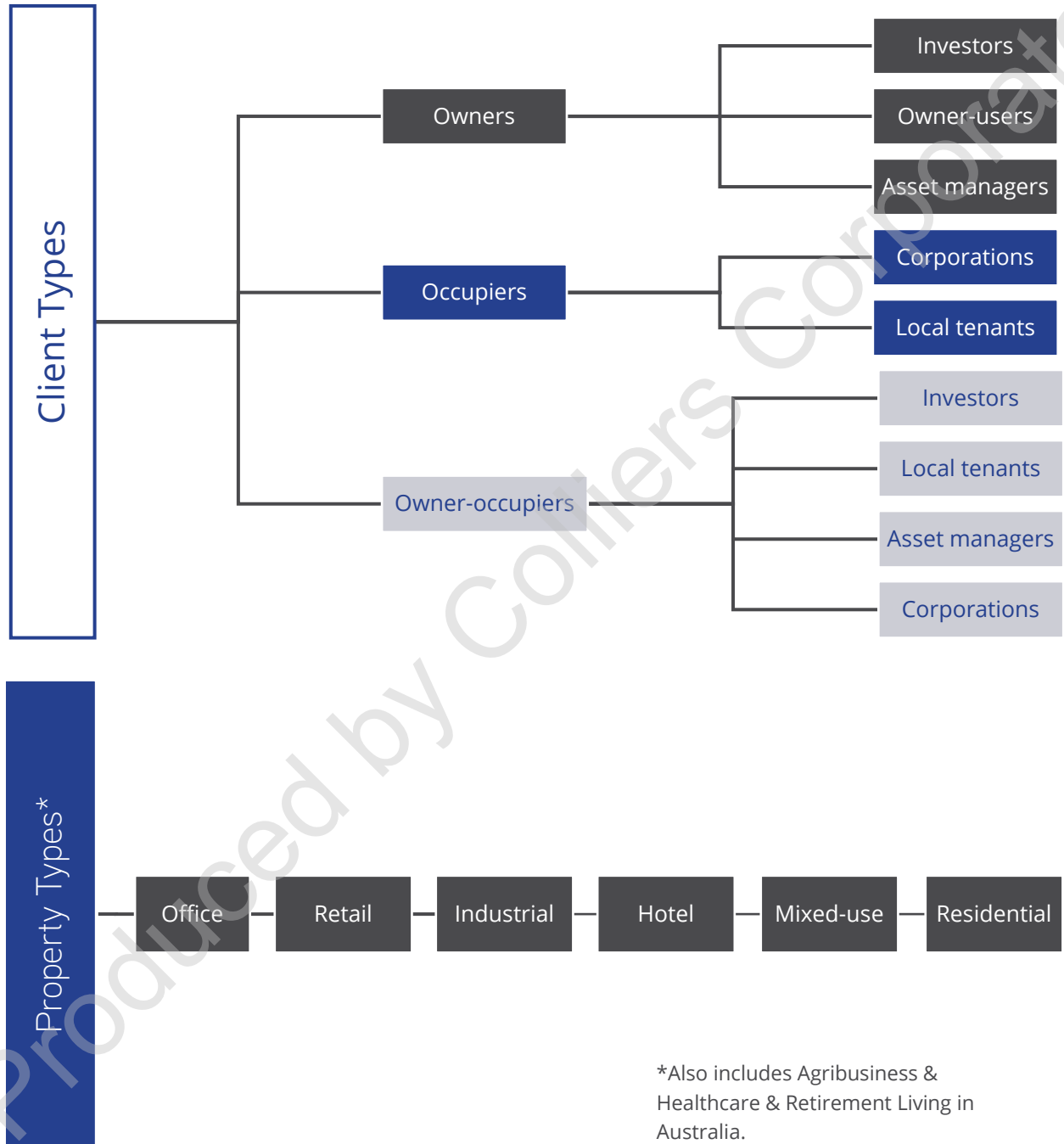
Colliers	<p>Colliers is the official written name for use in all instances, except where the legal name is required. Do not abbreviate as CI.</p>	<ul style="list-style-type: none"> ✓ I work for Colliers ✗ I work for CI
	<p>Our divisions, teams or offices are not businesses in their own right. Therefore, we should not refer to Colliers Canberra or Colliers Retail.</p>	<ul style="list-style-type: none"> ✓ Our team in Sydney, or the Colliers team in Singapore ✗ Colliers Sydney
Colliers	<p>Never place an apostrophe within the word Colliers. An apostrophe may appear after the final 's' to denote possessive use.</p>	<ul style="list-style-type: none"> ✓ Colliers, Colliers' ✗ Collier's
Legal Names	<p>Colliers International Group Inc.</p>	
Department names	<p>Capitalize division and department names when using them as proper titles. Do not capitalize in general use.</p>	<p>Example: Corporate Solutions specialists serve the needs of corporate tenants</p>
	<p>Where 'and' forms part of the department name, it should be written as '&', not 'and'</p>	<p>Example: Industrial & Logistics Valuation & Advisory</p>
	<p>The words 'department' and 'team' are always lower case.</p>	<ul style="list-style-type: none"> ✓ Our Research & Forecasting department provides expert advice.
Services	<p>Services that are also department names should always be lower case, and never written with an '&' in lists of services.</p>	<ul style="list-style-type: none"> ✓ We provide agency advice across the main retail, office, industrial and logistics sectors ✗ We provide agency advice across main Retail, Office and Industrial & Logistics sectors
Web address	<p>Our web address should always be written as colliers.com; the www. is not required.</p>	<ul style="list-style-type: none"> ✓ colliers.com/en-FR ✗ www.colliers.com/en-FR

The following terminology represents Colliers' approved word choice to describe our business.

Core Global Terminology



Core Global Terminology (cont'd)



Property Terminology



Word	Rule	Examples
A		
all property	When referring to forecasting, this is capitalized.	✓ <i>The Colliers total return forecast for All Property in 2011 is 8.4%, with a 2.2% contribution from capital growth.</i>
1) about	Where possible, do not abbreviate this in body copy.	✓ <i>The desk is approximately three feet tall.</i>
2) approximately	Be concise by using about.	✓ <i>The desk is about three feet tall.</i>
3) approx.	It is permissible to abbreviate where space is strictly limited, such as in advertising, tables, charts, headlines and subheadings. When abbreviating, do not use a full stop.	✓ <i>(when not in body copy): The desk is approx. three feet tall.</i>
acre	Acre should always be written in full and never abbreviated.	✓ <i>acre</i> ✗ <i>AC, Ac or ac, or any other variation</i>
advisor	Spelled with an or not er.	✓ <i>advisor</i> ✗ <i>adviser</i>
1) and	Spell out the word <i>and</i> . Do not use an ampersand (&) in body copy.	<i>Exception: Ampersands can be used in departmental names</i>
2) &		
air-conditioned	Always hyphenate.	✓ <i>air-conditioned</i> ✗ <i>air conditioned</i>
B		
1) basis points	A basis point is equal to 0.01%. A 1% change equals a change of 100 basis points.	
2) bps		
billion	Where possible, spell out the word in body copy but abbreviate to <i>bn</i> for tables, charts, headlines and subheadings with no space	✓ <i>2bn</i> ✗ <i>1 bn</i>



	between the number and letters. The bn is never capitalized.	
build-out	This phrase is always hyphenated, referring to a type of project or construction.	✓ <i>Our project management division will supervise your build-out.</i>
build-to-suit	Always hyphenate this phrase.	✓ <i>The build-to-suit developer is marketing industrial in 20-acre parcels.</i>
building	Spell out this word in body.	✓ <i>Show the tenant that building.</i>
	Use the abbreviation bldg for tables, charts, headlines and subheads.	
	Do not capitalize building unless it is part of the proper name of a specific property.	✓ <i>Show the tenant the Canada Life Building.</i>
1) Building Owners and Managers Association 2) BOMA	Spell the full name out on first reference and add BOMA in parentheses immediately after. For subsequent references, it is permissible to abbreviate as BOMA.	✓ <i>Building Owners and Managers Association (BOMA) is an industry trade group.</i>
C		
1) capitalization rate 2) cap rate	Spell out the phrase capitalization rate on first reference. It is not capitalized. For subsequent references, it is acceptable to use the short form, cap rate. Cap rate quantities always use numerals, not letters.	<p>✓ <i>A building with \$250,000 USD in net operating income and a 10% capitalization rate would be worth \$2.4 million USD. We sold that building at a 10% cap rate.</i></p> <p>✗ <i>We sold that building at a 10 cap. This complex is offered at an eight CAP.</i></p>
car parking	These are always two words.	<p>✓ <i>car park</i></p> <p>✗ <i>carpark</i></p>
car spaces	These are always two words.	<p>✓ <i>car park</i></p> <p>✗ <i>carpark</i></p>
cash flow	These are always two words.	✓ <i>cash flow</i>



		<ul style="list-style-type: none"> ✗ <i>cash-flow or cashflow</i>
<ul style="list-style-type: none"> 1) Central Business District 2) CBD 	<p>Capitalize all three words when referring to an area with specific geographic boundaries. For subsequent references, it is permissible to abbreviate as CBD, but add CBD in parentheses immediately after the first reference.</p> <p>Do not capitalize when referring to central business districts in general.</p>	<ul style="list-style-type: none"> ✓ <i>Vacancy in our Central Business District (CBD) is declining. In fact, the CBD posted net absorption of 120,000 square feet last quarter. In a given city's central business district, you will find millions of square feet of office space.</i>
<ul style="list-style-type: none"> 1) Certified Commercial Investment Member 2) CCIM 	<p>Spell out this accreditation on first reference. It is permissible to use the abbreviation when following someone's name and title.</p>	<ul style="list-style-type: none"> ✓ <i>More than 9,000 professionals in North America have earned the Certified Commercial Investment Member (CCIM) designation.</i> ✓ <i>John Smith, Vice President, CCIM</i>
Class A	<p>Capitalize the C and A. The same goes for subsequent classes.</p>	<ul style="list-style-type: none"> ✓ <i>Class A office space is expensive. They moved into Class B space.</i>
	<p>Do not hyphenate.</p>	<ul style="list-style-type: none"> ✗ <i>Class-A, class A</i>
	<p>Do not put in quotation marks or parentheses.</p>	<ul style="list-style-type: none"> ✗ <i>Class "A"</i>
clearspan	<p>One word, not clear span.</p>	
<ul style="list-style-type: none"> 1) column-free 2) column free 	<p>This is hyphenated only when used as a compound adjective.</p>	<ul style="list-style-type: none"> ✓ <i>That building features a 20,000-square-foot, column-free floor.</i> ✓ <i>The warehouse is column free.</i>
D		
design-build	<p>Always hyphenate this word.</p>	<ul style="list-style-type: none"> ✓ <i>The design-build team includes four LEED® Accredited Professionals.</i>
<ul style="list-style-type: none"> 1) dock-high 2) dock height 	<p>Dock-high is hyphenated and used as a compound adjective. This term and the phrase dock height are used to describe industrial loading</p>	<ul style="list-style-type: none"> ✓ <i>There are two dock-high doors.</i> ✓ <i>The doors are located at dock height.</i>

	door locations that are at the height of a loading dock.	
E		
1) e-commerce	These words are always hyphenated. They are spelled with a lowercase e, except when used at the beginning of a sentence.	✗ <i>ecommerce and E-Commerce</i>
2) e-book		
3) e-business		
e.g.	A comma is added after the use of e.g., which is always written with a lowercase e, except when used at the beginning of a sentence.	✓ <i>Great features e.g., access to shops and community amenities</i>
email	This is always one word, never hyphenated, never capitalized unless used at the beginning of a sentence.	✗ <i>E-Mail or e-mail</i>
EMEA	Should be referred to as Europe, Middle East and Africa in the first instance with EMEA in parenthesis immediately after and the abbreviation used in all subsequent references.	<i>Example: Our Europe, Middle East and Africa (EMEA) business is headquartered in London. Our clients benefit from our presence in almost every major city across EMEA.</i>
en suite	Not hyphenated, two words.	✓ <i>There are 14 en suite bedrooms.</i>
energy-efficient	This is hyphenated when used as a compound adjective.	✓ <i>The energy-efficient building is available.</i>
1) etc,	When used in the middle of a sentence, a comma follows etc, which is always written in lowercase with no spaces. Full stops should not be used.	✓ <i>The apartments have many amenities, such as a dishwasher, microwave, updated carpets, etc, and they are leasing at a higher rate.</i>
2) etc.		
	When used at the end of a sentence, a full stop follows etc, which is always written in lowercase with no spaces.	✓ <i>The apartments have many amenities, such as a dishwasher, microwave, updated carpets, etc.</i>
F		
1) fitout	Fitout is written as one word.	
2) fitted out	Fitted out is two words.	

floor plan	This is always two words.	✗ <i>floorplan</i>
floorplate	Write this as one word.	✗ <i>floor plate</i>
footprint	Write this as one word.	✗ <i>foot print</i>
freestanding	Write this as one word.	✗ <i>free standing</i>
G		
1) Government	Capitalize when referring to the Government	<i>Example: The Government has announced...</i>
2) government	Not capitalized when referring to the government generally	<i>Example: New government legislation...</i>
Grade A	Capitalize the G and the A. The same goes for subsequent classes. Do not hyphenate. Do not put in quotation marks or parentheses.	✓ <i>Grade A office space is expensive. They moved into Grade B space.</i>
1) grade-level	Hyphenate this term only when using it as a compound adjective.	✓ <i>12 grade-level doors.</i>
2) grade level		✓ <i>The doors are at grade level.</i>
greenbelt	Write this as one word, lowercase.	
greenfield	Write this as one word, lowercase.	
gross absorption	This refers to the measure of all real estate leasing activity, typically expressed in square feet per quarter. Do not abbreviate this term.	✓ <i>Total gross absorption in the first half of the year totaled 27 million square feet.</i>
H		
healthcare	This is always one word, written in lower case unless it is part of a property name, in which case the H should be capitalized.	✓ <i>Investors in the healthcare sector have made good returns, according to the Hong Kong Medical & Healthcare Device Industries Association Limited.</i> ✗ <i>Health care or Health Care</i>
high-rise	Always hyphenate this word.	✓ <i>The high-rise office building is expensive.</i>

		<ul style="list-style-type: none"> ✓ We offer a selection of low-, mid- and high-rise buildings. ✗ The rental rates for this high rise building increased recently.
high-tech	Always hyphenated this word.	<ul style="list-style-type: none"> ✓ We had to convert part of a live manufacturing facility into a high-tech facility within a demanding timeframe.
<ul style="list-style-type: none"> 1) H1 2) H2 	Acceptable abbreviation in research reports but avoid using in other marketing documents.	<ul style="list-style-type: none"> ✓ We saw a strong performance in H1 2020. ✓ We saw a strong performance in the first half of 2020.
I		
in-depth	Always hyphenate this word.	<ul style="list-style-type: none"> ✓ Our in-depth knowledge
K		
<ul style="list-style-type: none"> 1) kilometre 2) km 	Where possible, spell out the word in body copy but abbreviate to <i>km</i> for tables, charts, headlines and subheadings. Do not hyphenate. There should be no spaces between the number and km denotation.	<ul style="list-style-type: none"> ✓ 20km ✗ 20-km or 20 km
L		
<ul style="list-style-type: none"> 1) Landlord 2) landlord 	Capitalize in a contract situation, when referring to the specific person or company that has been defined as the Landlord in the document.	<i>Example: As agreed by the Landlord</i>
	Don't capitalize when speaking of any landlord or in general references.	<i>Example: The property has had multiple landlords</i>
<ul style="list-style-type: none"> 1) Leadership in Energy and Environmental Design 2) LEED® 	One first reference, spell out Leadership in Energy and Environmental Design and show the acronym in parentheses with the registered trademark symbol (LEED®). For subsequent references, you may drop the registered trademark symbol.	<i>Example: The Leadership in Energy and Environmental Design (LEED®) Green Building Rating System™ is a third-party certification program. LEED certification provides independent, third-party verification that a building project is environmentally responsible.</i>



1) LEED® Accredited Professional	On first reference spell out Accredited Professional and Green Associate and include the registered trademark in LEED®. You may drop the registered trademark symbol and use the abbreviation AP and GA for subsequent references.	<i>Example: Colliers University offers more than 40 classes to help our professionals earn their LEED® Accredited Professional or LEED Green Associate certification.</i>
2) LEED®AP		
3) LEED® Green Associate		
4) LEED®GA		
1) LEED® Platinum	Four levels of certification are available to buildings seeking the LEED certification; the rating depends on the building's features.	
2) LEED® Gold		
3) LEED® Silver		
4) LEED® Certified		
1) Level	This refers to a building floor and is not capitalized, unless used in an address or at the start of a sentence.	✓ We work on level 12.
2) level		
1) license	License is the correct spelling in the United States.	
2) licence	Licence is the correct spelling in British English-speaking countries.	
low-rise	Always hyphenate this word. See example for using hyphenation when low-rise is part of a range.	✓ The low-rise office building suits us. We considered several low-, mid- and high-rise buildings.
M		
master plan	Always written as two words.	
MENA	Should be referred to as Middle East and North Africa in the first instance, then can be abbreviated to MENA.	
million	Where possible, spell out the word in body copy but abbreviate to <i>m</i> for tables, charts, headlines and subheadings with no spaces between the number and letters. The m is never capitalized.	✓ 1 million, 1m ✗ 1 m
mixed-use	Always hyphenate this word.	✗ mixed use or mixeduse



multifamily	Write this as one word.	<ul style="list-style-type: none"> ✓ <i>The U.S. multifamily market is thriving this year.</i> ✗ <i>Multi-family</i>
multilevel	Write this as one word.	<ul style="list-style-type: none"> ✗ <i>multi-level or multi level</i>
multi-tenant	Always hyphenate this word.	<ul style="list-style-type: none"> ✗ <i>multitenant or multi tenant</i>
N		
net absorption	This is the measurement of all new leasing activity minus all lease expirations, resulting in a number that measures the growth in occupancy. It is typically expressed in square feet and evaluated quarterly.	
O		
off-market	Always hyphenate this phrase.	<ul style="list-style-type: none"> ✗ <i>off market, offmarket</i>
<ul style="list-style-type: none"> 1) off-plan 2) off-the-plan 	Always hyphenate this phrase.	<ul style="list-style-type: none"> ✗ <i>off plan or off the plan</i>
<ul style="list-style-type: none"> 1) off-street 2) off street 	This word is only hyphenated when used as a compound adjective but is not hyphenated when used as a simple location (noun).	<ul style="list-style-type: none"> ✓ <i>There is plenty of off-street parking.</i> ✓ <i>Please park off street to avoid a ticket.</i>
ongoing	Write this as one word.	
<ul style="list-style-type: none"> 1) online 2) offline 	These are written as one word without a hyphen. They are written in lowercase.	<ul style="list-style-type: none"> ✗ <i>on-line, on line, On Line</i>
on-market	Always hyphenate this phrase.	
<ul style="list-style-type: none"> 1) on-site 2) on site 	These words are only hyphenated when used as a compound adjective, but not hyphenated when used as a simple location (noun).	<ul style="list-style-type: none"> ✓ <i>There is plenty of on-site parking.</i> ✓ <i>A café is located on site.</i>
<ul style="list-style-type: none"> 1) open-plan 2) open plan 	This word is hyphenated when used as a compound adjective. It is not hyphenated when open only modifies plan.	<ul style="list-style-type: none"> ✓ <i>The space includes 4,000 square feet of open-plan cubicles.</i>

		<ul style="list-style-type: none"> ✓ <i>The office space has an open plan.</i>
owner-occupier	Always hyphenate this phrase.	
P		
1) per square foot	For body copy in brochures, reports, proposals, etc, write out per square foot, net per square foot and per square foot per year.	<ul style="list-style-type: none"> ✓ <i>The asking rental rate is \$2.03 per square foot.</i>
2) per sq ft		
3) PSF		<ul style="list-style-type: none"> ✓ <i>Average asking rental rate: \$23.33 PSF/YR.</i> ✗ <i>Midtown's highest average asking rent before the Great Recession was \$92.04 PSF.</i>
4) per square foot per year		
(see page 19 for square foot rules)	Use PSF or PSF/YR (all caps) where space is limited in charts, tables, advertisements and when writing in a bulleted list or in incomplete sentences.	
1) per square metre	Write out <i>per square metre</i> where possible. Use <i>psm</i> where space is limited.	<ul style="list-style-type: none"> ✓ <i>The asking rental rate is \$150 per square metre.</i>
2) psm		
pro forma	This is written as two words. It is a document prepared in advance as a model for an expected outcome.	<ul style="list-style-type: none"> ✓ <i>The pro forma property statement shows a drop in income in 2011 due to projected lease expirations.</i>
product types: land, office, industrial, multifamily, retail, hotel, mixed-use, residential, technical facilities	Product types should be capitalized only when used as part of a proper name.	<ul style="list-style-type: none"> ✓ <i>The Edmonton office leasing team handled project leasing.</i> ✗ <i>Leasing in the Industrial market is tough these days.</i>
	Commercial should not be used to refer to office or retail space – use the specific word for the property type, such as office, retail or industrial instead.	
Q		
1) Quarter 1	Quarter 1 should be capitalized when defining the date, and always followed by a number written numerically.	<ul style="list-style-type: none"> ✓ <i>Quarter 2</i> ✗ <i>quarter 1, quarter one, 1st quarter or 1 quarter</i>
2) Q1		
3) quarter on quarter	Quarter 1 can also be abbreviated to Q1 with a capital Q, a numerical 1	<ul style="list-style-type: none"> ✓ <i>Q1 2019</i> ✗ <i>1Q</i>



	and no spaces. A year can be added at the end of this abbreviation.	
	Quarter on quarter is never hyphenated and the <i>q</i> should be lower case.	✗ <i>quarter-on-quarter</i>
R		
rezone	Write this as one word.	✗ <i>re-zone</i>
revenue	This is a singular noun.	✓ <i>Colliers has \$3.3 billion in revenue.</i> ✗ <i>Colliers has \$3.3 billion in revenues.</i>
S		
sale-leaseback	Always hyphenate this phrase. It describes a transaction when a business sells its location to an investor but remains in the building after the sale is completed under a lease agreement.	✓ <i>The sale-leaseback was a great investment for Joe Smith.</i>
1) semi-detached 2) duplex	Semi-detached houses share a party wall with one or more neighbours, resulting in a single lot line. In the U.K., Canada and Australia, it is acceptable to abbreviate the term in second reference as semi. In the U.S., attached homes are called a duplex, triplex or quadruplex.	✓ <i>They are looking for a semi-detached house in Toronto.</i>
semi-gross	Always hyphenate this term. A semi-gross lease refers to a scenario wherein a tenant pays base rent along with some of the landlord's proportional costs, e.g. maintenance, repairs, etc.	✓ <i>The advisor helped the client negotiate a reasonable semi-gross lease agreement.</i>
secondary suite	Used to describe a separate living area that is part of a primary dwelling unit. Avoid all other terms to prevent confusion.	✓ <i>Secondary suites include living, bath and kitchen facilities.</i>

<ul style="list-style-type: none"> 1) Society of Industrial and Office Realtors® 2) SIOR 	<p>Spell out Society of Industrial and Office Realtors® on first reference, including the trademark, followed by the acronym in parentheses (SIOR).</p>	<ul style="list-style-type: none"> ✓ <i>The Society of Industrial and Office Realtors® (SIOR) is a professional commercial and industrial real estate association with more than 3,000 members in 26 countries.</i>
<ul style="list-style-type: none"> 1) square-foot 2) square foot 3) square feet 4) sq. ft. 5) SF 6) million square feet 7) million square foot 8) MSF 	<p>The term [quantity]-square-foot is a compound adjective that collectively modifies a noun, such as a building. In this usage, hyphenate it.</p> <p>The term square feet is never hyphenated.</p> <p>Use the full phrase square feet, square foot, million square feet or million square foot in body copy. The abbreviation sq. ft. is acceptable.</p> <p>Use the abbreviation SF or MSF in all charts, tables, advertisements, headlines, subheads and when writing in a bulleted list or in incomplete sentences.</p> <p>Square feet or million square feet takes a plural verb, such as were.</p> <p>Square foot or million square foot takes a singular verb, such as 'was'.</p>	<ul style="list-style-type: none"> ✓ <i>We leased a 10,000-square-foot building.</i> ✗ <i>We leased 10,000-square-feet in the building.</i> ✓ <i>There are 5,000 square feet available in the new building down the street.</i> ✓ <i>There are 5,000 sq. ft. available in the new building.</i> ✗ <i>There are 5,000 sq ft available.</i> ✓ <i>100,000 SF</i>
<ul style="list-style-type: none"> 1) square metres 2) m² 	<p>Use the full phrase <i>square metres</i> in body copy. The abbreviations <i>m²</i> and <i>sq. m</i> are acceptable in advertisements.</p>	<ul style="list-style-type: none"> ✓ <i>20 square metres, 20m², 20 sq. m</i> ✗ <i>20 sqm</i>
<ul style="list-style-type: none"> 1) stand alone 2) stand-alone 	<p>Hyphenate only when using it as a compound adjective.</p>	<ul style="list-style-type: none"> ✓ <i>This is a stand-alone structure.</i> ✓ <i>The structure was built to stand alone.</i>

startup	Write this as one word.	✓ <i>Tech startups are leasing significant space in the Waterloo region.</i>
storefront	Write this as one word.	✓ <i>The property offers prominent storefront signage.</i>
1) storey 2) 3-storey 3) story	This should be hyphenated when defined numerically, and the number should be written numerically. Story is the correct spelling in the United States.	✓ 3-storey ✓ <i>We are leasing a 22-story building.</i>
streetfront	Write as one word.	✓ <i>Streetfront retail space is always in demand.</i>
subdivision	Write this as one word.	✗ <i>sub-division</i>
1) submarket 2) subsectors	Write these as one word.	✓ <i>Positive rental growth across all subsectors is not expected until 2020.</i>
sublease	Write this as one word.	✗ <i>sub-lease</i>
T		
take-up	Always hyphenate this word.	✓ <i>Take-up in the city...</i> ✗ <i>Take up in the city...</i>
1) Tenant 2) tenant	In general use, tenant is lowercase. Capitalize Tenant only in a contract when referring to the specific person or company you have defined as the Tenant in the document.	✓ <i>The tenant was pleased.</i> ✓ <i>The lease will be executed by the Landlord and the Tenant stated above.</i>
test-fit	Always hyphenate this word.	
turnkey	Write this as one word.	✓ <i>REMS offers clients a turnkey solution for facilities management.</i>
U		
1) urban growth boundary 2) UBG	Spell out on first reference and include UGB in parentheses for use in secondary references.	✓ <i>An urban growth boundary (UBG) is a regional boundary.</i>

V

vendor take-back	Always hyphenate this word.	
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W

walk-up	Always hyphenate this word.	
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website	Write this as one word.	✗ <i>You can find it all in our Web-Site.</i>
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workforce	Write this as one word.	
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workplace	Write this as one word.	
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workspace	Write this as one word.	
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workstation	Write this as one word.	✗ <i>work station or work-station</i>
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workweek	Write this as one word.	✗ <i>work space or work-space</i>
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Y

year-on-year	Always hyphenate this word.	✓ <i>The monthly year-on-year growth rates</i>
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Z

zonings		✓ <i>Zoned 4(a) General Industrial</i> ✗ <i>General Industrial zoned 4(a)</i>
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Word	Rule	Examples
Academic accreditations	<p>When an individual has more than one professional designation, use commas to separate them.</p> <p>Designations do not need full stops.</p>	<ul style="list-style-type: none"> ✓ BA (Hons) ✓ PhD ✓ MRICS ✓ BSc
Addresses	<p>Do not include commas at the ends of lines in an address. The place and postal code / zip code should not be broken up with a comma. Do not include # before a suite or unit number.</p>	<ul style="list-style-type: none"> ✓ Colliers 50 George Street Suite 1600 London W1U 7GA
	<p>Write out the full word on street descriptors in body copy. In charts, tables and headlines, you may abbreviate. When abbreviating, use full stops.</p>	<ul style="list-style-type: none"> ✓ Rd., St., Ave. ✗ St
All caps	<p>Never use all capital letters; always use sentence case.</p>	
Corporate font	<p>Body copy = Arial, size 10</p> <p>Be aware of accessibility requirements when creating public sector bids.</p>	<p>Contact your regional marketing team for further guidance</p>
Currency	<p>Use your local standards.</p>	
Days of the week	<p>Always capitalize the first letter. Only abbreviate days of the week in tables.</p>	<ul style="list-style-type: none"> ✓ Monday, Tuesday ✓ Sun., Mon., Tues., Wed., Thurs., Fri. and Sat.
Directions	<p>Capitalize north, south, east and west when they designate a region or part of a proper name, but not when they reference a general direction.</p>	<ul style="list-style-type: none"> ✓ North Vancouver, southern Sacramento ✓ Head south on Yonge Street.
	<p>When writing in British English, use hyphens when combining more than one term.</p>	<ul style="list-style-type: none"> ✓ The market is picking up in the north-west.



	Abbreviate directions in street addresses.	
Email addresses	<p>Do not capitalize the first letter of the person's first and last names.</p> <p>Do not capitalize Colliers.</p>	<p>✓ <i>john.doe@colliers.com</i></p>
Headlines	<p>In a single document, your headlines should be in sentence case. Capitalize the first word and proper nouns only.</p> <p>Do not use all caps or small caps.</p>	<p>✓ <i>Colliers reports solid second quarter results</i></p>
Job titles	<p>Capitalize formal titles when they immediately precede or succeed a name. A job title is generally not capitalized if there is an article or pronoun before it.</p> <p>In sentences, write titles as follows: Name, Colliers Title Region or Name, Title Region at Colliers</p> <p>In signatures, write titles as follows: Name Title Region Department Name Colliers</p>	<p>✓ <i>Phil Smith, Colliers Vice President of Strategic Investments EMEA, has been...</i></p> <p>✓ <i>Phil Smith, Vice President of Strategic Investments EMEA at Colliers, was mentioned...</i></p> <p>✓ <i>I talked to my managing director earlier.</i></p>
Months	Always capitalize the first letter.	<p>✓ <i>September</i></p> <p>✓ <i>October</i></p> <p>✓ <i>November</i></p>
Seasons	Never capitalize, unless part of a date.	<p>✓ <i>Summer 2019</i></p> <p>✗ <i>Take-up increased in the summer months</i></p>



Time	am and pm should be written in lower case with full stops and a space following the number.	<ul style="list-style-type: none"> ✓ 7 p.m. ✗ 7pm
	Use a colon to separate hours and minutes. There should be no spaces between the colon.	<ul style="list-style-type: none"> ✓ 7:15 a.m. ✗ 7: 15
Trademarks	Use the trademark symbol ™ or the registered trademark symbol ® on first reference to proper names in body copy if required for the business entity such as LEED®.	<i>Example: The LEED® Certification trademark is owned by the U.S. Green Building Council.</i>
Web addresses	Do not capitalize Colliers in the web address.	✓ colliers.com
Writing the date	When writing the date in full, do not use superscripts like th, rd, st.	<ul style="list-style-type: none"> ✓ Wednesday, June 14 or Wednesday 14 June ✗ Wednesday, June 14th or Wednesday 14th June
	When writing the date numerically, forward slashes and no spaces should be used. Use MM/DD/YY format.	✓ 06/12/20
	When referring to an era, do not use an apostrophe.	<ul style="list-style-type: none"> ✓ 1960s ✗ 1960's

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Punctuation



Word	Rule	Examples
1) Apostrophe plural	When making an acronym or abbreviation plural, add an 's' without an apostrophe.	✓ <i>Four VIPs were at the event.</i>
2) Apostrophe possessive	When using a single letter abbreviation, such as A's for Oakland Athletics, use an apostrophe, even though this does not denote possession. This is done for clarity so that A's does not turn into As.	✓ <i>The Oakland A's are great this year.</i> ✓ <i>He received four A's and two B's.</i>
Bullet points	To show possession of one item or concept by another, use apostrophe s ('s) for singular words, and an s followed by an apostrophe (s') for plural words.	✓ <i>a day's pay</i> ✓ <i>two weeks' vacation</i> <i>Note: a hyphenated form may be clearer. E.g., a two-week vacation.</i>
	Sentences: Always start a bullet with a capital letter. Ideally, each bullet point shouldn't be more than one sentence. Use full stops for each sentence only when it forms a stand-alone, complete sentence.	<i>Example – sentences:</i> <ul style="list-style-type: none"> • <i>We manage operational costs lease re-gears, trading in break clauses and planned preventative maintenance.</i> • <i>We ensure efficient use of operational space – finding the statistics to benchmark performance.</i> • <i>Valuing assets – awareness of current public sector sentiment.</i>
	Fragments: Do not use capitals or full stops for fragments. Use a full stop only after the last bullet. Do not use <i>and</i> , commas or semi-colons.	<i>Example – fragments:</i> <i>Having assessed your property, we recommend that the following property rectification take place:</i> <ul style="list-style-type: none"> • <i>external painting</i> • <i>garden maintenance</i> • <i>plumbing repairs to external pipes.</i>



Brackets	Full stops go outside the bracket and there are no spaces between the characters	<ul style="list-style-type: none"> ✓ (always). ✗ (always). Or (always.)
1) Colon 2) Semi-colons	Use one space after a colon.	<ul style="list-style-type: none"> ✓ When prospecting for clients, remember this: people do not want to be bothered at dinner.
	Generally, do not capitalize the word following a colon. A capital may be used if emphasis is desirable.	
	Use semicolons to separate elements of a series when the items are long or when individual segments contain commas. One space should follow a semicolon.	<ul style="list-style-type: none"> ✓ The building's amenities include a well-appointed lobby; 24-hour on-site security, electronic and key card access; and a conference centre.
	<u>Do not</u> use a semi-colon to introduce bullets.	
	<u>Do not</u> use capital letters after semi-colons.	
	Semi-colons should be used sparingly as complicated sentence structure often lead to muddled and unclear copy.	
Commas	A space should follow a comma.	<ul style="list-style-type: none"> ✓ apples, pears, bananas
	Do not place commas before the company's descriptor such as Inc. or Corp.	<ul style="list-style-type: none"> ✓ FirstService Corp., is our previous owner. ✗ FirstService, Corp.
	Use a comma for longer introductory phrases or if its omission would slow a reader's comprehension. Do not use a comma if it would divide your sentence into two complete parts.	<ul style="list-style-type: none"> ✓ On the street below, the curious were gathered to see what was happening. ✗ Preparing for his sales pitch, was one of the toughest tasks on his agenda.
	A comma must always follow a period when a period does not complete a sentence.	<ul style="list-style-type: none"> ✓ EastGroup Properties Inc., is one of our best clients.
	Do not put a comma before the conjunction in a simple series.	<ul style="list-style-type: none"> ✓ The building's amenities include a well-appointed

	<p>Use a comma before the conjunction in a complex series of phrases.</p> <p>Put a comma before the concluding conjunction in a series if an integral element of the series also includes a conjunction.</p>	<p><i>lobby; 24-hour on-site security, electronic and key card access; and a conference centre that includes a colour copier, fax machine and audio/video equipment.</i></p>
Ellipsis (...)	<p>An ellipsis is constructed with three full stops and is placed immediately after the preceding word with a space afterwards. There are no spaces between the full stops.</p>	<p>✓ <i>It was a pleasure working with Colliers... we knew we were in safe hands.</i></p> <p>✗ <i>It was a pleasure working with Colliers ...we knew we were in safe hands.</i></p>
	<p>It should never be used at the end of a sentence.</p>	<p>✓ <i>There remains some doubt...</i></p>
Em-dash (long)	<p>An em-dash indicates an abrupt change in thought or emphasis on the conclusion of a sentence. There are spaces before and after an em-dash.</p>	<p>✓ <i>Client service is key to our success – and always will be.</i></p> <p>✗ <i>Client service is key to our success- and always will be.</i></p>
En-dash (short)	<p>An en-dash tends to be used in numerical ranges and some compound adjectives. There are no spaces between before and after an en-dash.</p>	<p>✓ <i>two-fold</i></p> <p>✗ <i>two – fold</i></p>
Forward slash	<p>Do not use the forward slash (/) to mean to.</p>	<p>✓ <i>2019-20 financial year</i></p> <p>✗ <i>2019/20 financial year.</i></p>
Full stops	<p>Use only one space after a full stop.</p>	<p>✓ <i>... in this sector for 15 years. In the past three years...</i></p> <p>✗ <i>... in this sector for 15 years. In the past three years...</i></p>
Quotation marks	<p>The full stop and comma always go inside the quotation marks.</p>	<p><i>Example: John said, "The property is in Pheonix."</i></p>

	<p>The dash, semicolon, question mark and exclamation point go inside the quotation marks when they apply to the quoted matter.</p>	<p><i>Example: The title of the book is, "How shall we live?"</i></p>
	<p>They go outside the quotation marks when they apply to the whole sentence.</p>	<p><i>Example: Was he serious when he said, "I cannot lower the price"?</i></p>
Spacing after punctuation	<p>Use one space after full stops and other sentence-end punctuation.</p>	

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Numbers



Word	Rule	Examples
Commas and numbers	Use a comma to break up numbers greater than 999.	<ul style="list-style-type: none"> ✓ 1,100 ✓ 23,671
1) Decimals 2) Percentages	For percentages and decimals, use numerals (not words).	✓ Rates increased by 4%.
	Round decimal points to two places (maximum) for currency, percentages or exact quantities.	✓ \$6.95 million US
	For any percentage or decimal less than one, use a zero before the decimal point. Do not exceed two decimal places unless necessary.	✓ Vacancy decreased by 0.5% this year.
Numbers 1-9	Numbers one to nine (with the exception of unit situations) should be spelled out fully and numbers 10 and above expressed numerically e.g. 10, 11, 12...	<ul style="list-style-type: none"> ✓ This should be completed in three years. ✗ This should be completed in 3 years.
	Units should always be written numerically.	<ul style="list-style-type: none"> ✓ 3 acres or 3-acre site ✗ three acres
Fractions	Hyphenate simple fractions when written as words.	✓ Three-quarters of tenants agree.
	Convert complex fractions to decimals or percentages when possible.	<ul style="list-style-type: none"> ✓ 1.25 ✗ One and one-quarter
	Use figures to precise mounts larger than one, converting to decimals whenever practical.	✓ The landlord abated 28% of the rent.
Telephone numbers	Unless in a regional situation, these should always be written internationally, with spaces and without dashes, periods or parentheses.	<ul style="list-style-type: none"> ✓ +1 206 223 0866 ✓ +44 121 265 7500 ✓ +64 9 358 1888



Which Word is Right?

Word	Rule	Examples
A / an	Use a or an based on the sound of the following word – for vowel sounds, use an, for consonant sounds use a.	Examples: An hour, an egg, an honour, a union, a helicopter, an MBA
Accept / except	Accept means to take something offered or to endure a situation.	
	Except means to take exception, exclude or omit.	
Affect / effect	Affect (verb) means to influence, impact or change.	Example: This change affects our professionals.
	Effect (verb) means to cause to come into being. Effect (noun) means result.	Examples: It's hard to effect change. The rent relief will have a positive effect on the market.
Among / between	Use among when you are referring to more than two nouns.	Example: This Manhattan property is among the most expensive in the U.S.
	Use between when you are referring to just two nouns.	Example: I am choosing between these two options.
Assure / ensure / insure	Use assure as a verb to mean to make someone confident of an outcome.	
	Use ensure to mean guarantee.	
	Use insure is used only for references to insurance.	
Complement / compliment	Complement (noun or verb) means to complete or supplement.	Example: The roles complement each other.
	Compliment (noun or a verb) means the expression of praise or admiration.	Example: Mel complimented Lisa on her new home.
Has / have	Use has for a singular noun or pronoun, except for when writing in first person (I have, not I has).	Example: Colliers has created a research report.

	Always use 'has' with Colliers or any other company as they are single entities.	
Its / it's	Use its to show possession.	<i>Example: Colliers has launched its annual campaign.</i>
	Use it's as a contraction of it is.	<i>Example: It's raining today.</i>
	Tip: If the sentence doesn't make sense when you break up <i>it's</i> , use <i>its</i> .	
That / which	That and which are interchangeable but always use which after a comma.	<ul style="list-style-type: none"> ✓ <i>We recommend digital display marketing, which reaches more buyers.</i> ✗ <i>We recommend digital display marketing, that reaches more buyers.</i>
Their / there / they're	Their means belonging to them.	
	There denotes location.	
	They're is a contraction of they are.	
Theirs / there's	Theirs is a possessive pronoun. Their's is not a word.	
	There's is a contraction for there is.	
Whilst	Avoid. Use while.	
Your / you're	Your means belonging to you.	
	You're is a contraction of you are.	

Social Media



Facebook



Instagram



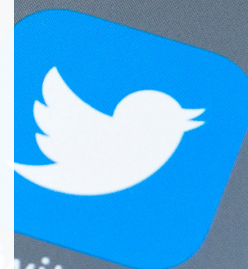
WhatsApp



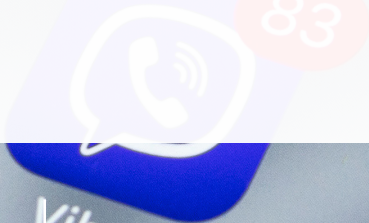
Pinterest



Snapchat



Twitter



Viber



YouTube



Gmail

Colliers Nashville Social Media Guide

Firm Owned Channels

Social Media Content Quick Guide

Social Media is a powerful tool to connect with our target audiences, promote our brand and demonstrate how we provide value to our clients. We do this through our owned channels by sharing data-driven advice, industry insights, and stories that put our experts front-and-center as leaders in our industry. Every post is an opportunity to show current and prospective clients how we're leading the commercial real estate industry into the future and accelerating their success.


PURPOSE

Gone are the days of posting "just to post." A successful presence should be guided by a clear purpose.

Our purpose — to increase awareness and interest in the Colliers Nashville brand by growing a community through regular posting and engagement, establish the firm as a trusted leader in the commercial real estate industry, and provide positive modeling to brokers so they will use their owned social media channels for strategic promotion of their business regularly.

Content needs to align with **at least one** of the goals below:

- Drive revenue and identify opportunities for our clients and potential clients
- Promote our services
- Highlight our positive and enterprising spirit
- Attract top talent



When you are looking to create a sense of community, curated social content will strike the right chord with your targeted audiences and help build your brand.

Firm Owned Channels

CONTENT



Culture Marketing

Highlighting our people and culture in action.

- Promote our people in action and living by our values and attributes
- Highlight positive employee testimonials



Client Success Marketing

Share how we maximize the potential of asset value for our clients.

- Showcase client testimonials and positive feedback
- Promote completed projects that demonstrate our values in action



Talent Marketing (Employment Branding)

Promote the success of our people and new opportunities within Colliers.

- Announcing new staff promotions
- Highlight new team members and job openings



Expertise Marketing

Showcase our solutions, insights, and growth as a global enterprise.

- Promote new and existing services and solutions
- Highlight insights, research reports and thought leadership initiatives

Firm Owned Channels

GUIDING PRINCIPLES

- Property listings must meet criteria in order to be posted on the Colliers Nashville owned channels (see next page for criteria)
- Just sold and completed transactions will follow the same criteria as property listings, but exceptions will be made
- All events and awards need to be posted to the company owned channels
- Research, new hires, and open topics will be posted as content is available

MASTER SCHEDULE (firm-wide)

4-5 times/month		Property Listings <ul style="list-style-type: none">• Posted every Thursday• Must meet criteria
2 times/month		Just Sold/Completed Transactions <ul style="list-style-type: none">• Must meet same criteria as property listings post but will make exceptions
1 time/month		Events/Awards <ul style="list-style-type: none">• Posted employer or company recognition
1 time/quarter		Research Reports <ul style="list-style-type: none">• Office, industrial, multifamily, and retail• Colliers Index

Frequency: Post every Tuesday and Thursday. **Occasionally:** New hires and open topic posts.

Firm Owned Channels

PLATFORMS



PROPERTY LISTINGS

Post Criteria

- Sales: \geq \$5,000,000
- Office leasing: \geq 10,000 SF
- Industrial leasing: \geq 50,000 SF
- Capital Markets/debt: \geq \$5,000,000
- Healthcare leasing: \geq 10,000 SF
- Retail leasing: \geq 10,000 SF

Property listings that meet the above-mentioned criteria and all other listings should be leveraged on broker owned channels, especially LinkedIn accounts.

Note: LinkedIn is a Colliers Corporate-owned account only that does not allow for postings of property listings, unless of substantial value. Personal LinkedIn accounts should be used to promote property listings.

Broker Owned Channels

What to post?

The following applies to platforms that are used for professional purposes only, applying specifically to LinkedIn. Your Client Services Specialist/Coordinator will assist you with postings and engagements on your social media channels.

POST

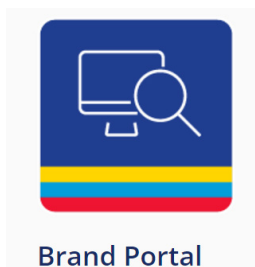
- All your property listings
- All your just sold and completed transactions
- All your events, awards, and accomplishments
- Interesting research and reports pertaining to your line of business, or the market, published by Colliers and other firms, except for our competitors
- Engage with others' posts through likes, shares, and comments





Useful
Tools

USEFUL TOOLS



APPENDIX

Exclusive Listing Management & Marketing Process Guide

BROKERS' CHEAT SHEET

6 Steps to Building an Exclusive Listing Marketing Package + Additional Marketing Resources & Guidelines

Prepared by:

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colliers.com/nashville



Start an Exclusive Listing Marketing Materials Assignment

STEP 1 | Submit a New Exclusive Listing & Marketing Materials Request Form with L.A. attached

STEP 2 | Discuss in further detail with assigned CSS/CSC (ex. deadlines, mapping details, neighborhood overviews) (Broker will be contacted in 2 to 3 business hours from submitting the form)

STEP 3 | Meet with Local Marketing Team (if their services are needed) to discuss design and content of the package in further detail

STEP 4 | Review and discuss edits for a final package

STEP 5 | Submit final package to client for approval (copy of approval is required)

STEP 6 | Notify CSS/CSC of client's approval

EXCLUSIVE LISTING HITS THE MARKET

Property Marketing Collateral | Estimated Timelines

Timeline begins after all information and materials have been received.

Project	Estimated Timeline (in Business Days)
Flyers	4 Days
ASSIGNED CSS/CSC ONLY	
OMs/Brochures - Under 20 Pages	5 Days
OMs/Brochures - Over 20 Pages	10 Days
ASSIGNED CSS/CSC + LOCAL MARKETING	
OMs/Brochures - Under 20 Pages	15 Days
OMs/Brochures - Over 20 Pages	20 Days

Additional Marketing Resources & Guidelines

Listing Agreement Expirations

- Two listing agreement expiration ticklers are in place —one 60-day and one 30-day.
- The email ticklers will go to the Transaction Manager.
- The Transaction Manager will forward the email notification along with a standard Listing Agreement Amendment form to the lead broker.
- The broker is responsible for filling out the Listing Agreement Amendment form and getting it to a fully executed status. Once executed, the broker is to forward the form to the Transaction Manager.**
- The Transaction Manager is responsible for uploading the amendment form to the Listing Management System and updating the L.A.'s expiration date.

NOTE: Failure to receive an updated listing agreement term extension will result in marketing materials being removed from the market by the end of the current term.

Marketing Services

Assigned CSS/CSC Team Member

- Colliers brand templates
- Any size & consideration
- For property marketing collateral that needs to enter the marketplace quickly

Assigned CSS/CSC + Local Marketing

- Fully customized marketing materials
- Trophy listings/assets
- Local marketing team-designed collateral for projects with unique requirements that need to stand out in the marketplace

Assigned CSS/CSC + Local Marketing + Regional Team

- Fully custom-brand campaign
- \$250,000 in expected commissions
- For a top-tier asset where a fully branded marketing campaign is required to develop or enhance an asset's identity

Other Marketing Team Requests

In addition to property marketing packages for new exclusive listings, the marketing team is available to assist with other projects as well. Below is a list of additional services offered by the marketing team. For assistance, complete the [Nashville Marketing Requests](#) form and submit it to the local marketing team.

Project Types Include:

- Business Development (BOVs, Pitches, Presentations)
- Property Marketing **Revamps**
- Broker/Team Collateral
- Social Media Request
- Edits/Revisions
- Other

Social Media

Guidelines for placing property listings on the firm's owned channels

Post Criteria:

- Sales:** ≥\$5 million
- Office Leasing:** ≥10,000 SF
- Industrial Leasing:** ≥50,000 SF
- Capital Markets/Debt:** ≥\$5 million
- Healthcare Leasing:** ≥10,000 SF
- Retail Leasing:** ≥10,000 SF

Ring the Bell

To have a deal considered for inclusion to corporates internal Ring the Bell newsletter, it must meet the following criteria.

Criteria for Ring the Bell Wins and New Assignments:

- Sales:** ≥\$15 million
- Capital Markets/Debt:** ≥\$15 million
- Industrial Leasing:** ≥150,000 SF
- Office Leasing:** ≥25,000 SF
- Healthcare Leasing:** ≥15,000 SF
- Retail Leasing:** ≥10,000 SF
- Retail Sales:** ≥\$8 million
- Project Management:** ≥\$10 million

Colliers Nashville Exclusive Listings Marketing
Content and Materials Inventory Checklist

Last Updated: 07/25/2023



Project Name

Street Address, City, State Zip Code

In-House Items:

Received (✓)	Item
	Executive summary (typically provided by broker)
	Market overview information
	Tenant overview information (if applicable)
	Financials/Valuation content (provided by broker, offering memorandums only)
	Map(s)
	Demographics
	Accolades
	Icons
	Matterport Tour

In-House or Outsourced Items:

Received (✓)	Item
	Static photography - external
	Static photography - internal
	Static aerial images
	Videography - drone footage

WORD VERSION OF OUTLINE IS AVAILABLE UPON REQUEST.

OFFERING MEMORANDUM/ BROCHURE OUTLINE TEMPLATE AND EXAMPLE

Offering Memorandum/Brochure Outline Template

Project Name – Offering Memorandum/Brochure Outline & Copy

Street Address | City, State Zip Code

Cover Tagline:

-

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Executive Summary... xx

Property Overview... xx

Market Overview... xx

Financial Analysis... xx (offering memorandums only)

Transaction Guidelines... xx

Exclusive Advisors

Name

Phone Number

Email Address

Name

Phone Number

Email Address

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Executive Summary

(Divider Page)

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The Opportunity

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Location

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Investment Highlights

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Site Plan

NEW SECTION

Property Overview

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Offering Memorandum/Brochure Outline Template

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Property Overview

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Building Specifications

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Market Overview

(Divider Page)

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City/County Information

NEW PAGE

Neighborhood Amenities

NEW PAGE

Economic Drivers

Top Employers

Top 4-Years or Higher Institutions

NEW PAGE

Demographics and/or Accolades

NEW PAGE

Transportation

NEW SECTION

Transaction Guidelines

(Divider Page)

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Transaction Guidelines

Offering Memorandum/Brochure Outline Template

DISCLAIMER

Materials contained in this Investment Offering Memorandum are confidential, furnished solely for the purpose of considering the purchase of PROPERTY NAME, Street Address (the "Property") located in City, State; described herein and are not to be used for any other purpose or to be made available to any other person without the express written consent of Colliers International ("Colliers"). The material is based, in part, upon information supplied by Seller and, in part, upon information obtained by Colliers from sources they deem to be reliable. Summaries contained herein of any legal documents are not intended to be comprehensive statements of the terms of such documents, but rather are outlines of some of the principal provisions contained therein. No warranty or representation, expressed or implied, is made by Seller, Colliers or any of their related entities as to the accuracy or completeness of the information contained herein. Prospective investors should make their own investigations, projections and conclusions. Interested buyers should be aware that the Seller is selling the Property in "AS IS" CONDITION WITH ALL FAULTS, WITHOUT REPRESENTATIONS OR WARRANTIES OF ANY KIND OR NATURE. It is expected that prospective investors will conduct their own independent due diligence concerning the Property, including such engineering and environmental inspections as they deem necessary to determine the condition of the Property and the existence or absence of any potentially hazardous materials used in the construction or maintenance of the Property. No representations, expressed or implied, are made as to the foregoing matters by Seller, Colliers or any of their officers, employees, affiliates and/or agent. Information contained in this Investment Offering Memorandum is further governed by the Confidentiality Agreement.

WORD VERSION OF OUTLINE IS AVAILABLE UPON REQUEST.

Barbershop Harmony – Offering Memorandum Outline & Copy

110 7th Avenue North | Nashville, TN 37213

Cover Tagline:

Zoned Highrise! Downtown Nashville

- Use aerial for cover image

NEW PAGE

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Exclusive Advisors

Vickie Saito

615-850-2711

vickie.saito@colliers.com

Bert Mathews

615-850-2701

bert.mathews@colliers.com

Executive Summary

(Divider Page)

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The Opportunity

Colliers International is pleased to offer this rare redevelopment opportunity in the heart of Nashville's dynamic downtown!

One of the last remaining zoned high-rise properties in the core district, 110 7th Avenue North ("the site") offers an irreplaceable location. Within a few steps of the world-renowned Broadway Entertainment District and Nashville's newest and largest mixed-use restaurant/retail and residential destination, Fifth + Broadway, this area has become Nashville's most vibrant neighborhood!

With multiple options for future development, 110 7th Avenue North is comprised of a $\pm 37,000$ SF office/commercial building on a 69' x 170' parcel and is uniquely suited for users, investors, and developers of office, mixed-use, multifamily, and hospitality projects. The site is in immediate proximity to over 150 restaurants, retail, residential, hospitality, entertainment, and cultural amenities and offers multiple access routes to I-65, I-40, I-24, and major corridor connectors.

Strategically positioned between Broadway and Commerce Street, 110 7th Avenue is within easy walking distance of the stately Fred Thompson Federal Courthouse, the developing 18-acre Nashville Yards (Grand Hyatt, Amazon's 1 million SF office towers, AEG's Entertainment District), Bridgestone Arena, Music City Center & much more.

With corporate relocations and inbound migration, this explosive growth in the urban core leads the way for a 24-hour live-work-play community and makes it one of the most attractive cities in the country for real estate investments!

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Location

(Include a map that shows the location plus ingress/egress)

Travel Time Key

0.5 Miles to I-40

1.5 Miles to I-65

3.6 Miles to I-24 via Rosa L. Parks Blvd.

7.5 Miles to Nashville International Airport

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Investment Highlights

- Premier central core location
- DTC zoning entitlements of 30 stories
- Includes $\pm 37,000$ SF renovated commercial building
- Walkability score of 97
- Easy access to all interstates & major corridors
- Potential development options:

- Hospitality
- Multifamily
- Creative Office
- Mixed Use
- Retail

NEW PAGE

Site Plan

Property Overview

(Divider Page)

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Property Overview

Parcel:	093-06-3-028.00
Size:	Approximately .26 Acres
Existing Improvements:	±37,000 SF creative office building includes temperature-controlled base level
Zoning:	Downtown Code (DTC): The downtown zoning is intended for a broad range of residential and non-residential activities with an emphasis on urban design. Under current entitlement rights, this allows for up to thirty stories of development, and the Bonus Height program allows for up to ten additional stories.
Potential Uses:	Multifamily Hotel Retail Office

NEW PAGE

Building Specifications

Existing Improvements:	±37,000 Total Square Feet
Floorplates:	Approximately 9,246 Square Feet
Year Built:	1923 (Full Building renovation in 2007)
Construction:	Reinforced concrete block; Masonry
Ceiling Height:	12' – 14'
Restrooms:	ADA restrooms on 2nd, 3rd, and base level
Parking:	Current configuration includes 12 onsite surface parking spaces

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Massing Study

The massing diagram provides a realistic analysis of the amount of square footage allowed on the site. The property has a maximum of thirty stories by right. By utilizing the bonus height program allowed under the Downtown Code, an additional ten stories are possible. Parking of seven floors is assumed for this analysis. There is abundant parking nearby, which is not required under the Downtown Code.

By right, that suggests a gross square footage of 318,660 square feet. The architects at Anecdote Architectural Experiences believe that 254 residential units or 460 hotel rooms can be developed without any height modification. Potential height maximization could provide 363 residential units or 660 hotel rooms.

NEW PAGE

Nearby Developments

(Aerial or two showing downtown developments, especially hotel and multifamily)

- Record \$5.61 billion worth of building permits issued in fiscal year 2022
- Over 14,000 residential units and nearly 5,000 hotel rooms under construction or planned for 2022-2024
- 51% growth in tech jobs from 2015-2020

NEW PAGE

Surrounded by High-End Billion Dollar Developments

(Include images of Fifth + Broadway and Nashville Yards)

Fifth + Broadway

Neighboring The Barbershop Harmony building is Fifth + Broadway, a high-end multi-use development that serves as the entry point to Lower Broadway's entertainment district. The project is located on Broadway and directly across from Bridgestone Arena, home of the Nashville Predators.

Living accommodations include The Place, a 31-story, 386-unit apartment building offering luxury living in a studio, 1, 2, 3-bedroom, or Penthouse option. The 501 Commerce office component is a 24-story, 367,000 square feet Class-A tower with incredible views of Nashville and is anchored by New York City-based investment firm AllianceBernstein. Fifth + Broadway celebrates history with the National Museum of African American Music, the first museum dedicated to the world's multiple dimensions of African American music. Plus, casual to fine dining restaurants such as Hattie B's and Eddie V's and premier shopping at Apple Store, Ariat, Free People, and many more are offered on-site.

Nashville Yards

One block west of The Barbershop Harmony building is the 18-acre, next-generation project Nashville Yards. The historic Union Station Nashville Yards Hotel is right across Broadway from the main development area of the project, with direct access to the recently developed luxury Grand Hyatt hotel. The billion-dollar community will offer 3+ million square feet of Class A+ office space plus a creative office component. Amazon is the anchor tenant for two of the four planned office towers with their new Amazon Center of Excellence headquarters. Future tenants include Tennessee-based law firm Bass, Berry & Sims, and Nashville-based Pinnacle Financial Partners.

Additional plans for the Nashville Yards neighborhood include up to 2,000+ residential units in 2 beautiful and highly accommodating residential towers. Nashville Yards partnered with AEG (Anschutz Entertainment Group) to develop an entertainment component that includes an upscale urban 11-screen cinema; a myriad of top retail brands and restaurants run by James Beard Award-winning chefs; a 4,000+ person capacity music venue; and 75,000+ square feet of convention meeting space.

Market Overview

(Divider Page)

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Nashville's Downtown District

Nashville's Downtown Neighborhood is comprised of 1.8 square mile boundaries that hold corporate headquarters, world-class events and sporting venues, retail, casual to fine dining establishments, hospitality, and living accommodations.

With the famous flashing lights of the Broadway "honky tonks," which feature live music every day of the week, and the ongoing events occurring at Bridgestone, the Ryman, and Riverfront, Nashville has earned the nickname Music City, USA. If you live or visit Downtown Nashville, you can walk everywhere in the vicinity of downtown and maybe to a few other neighborhoods such as SoBro, the Gulch, and Germantown.

Downtown Nashville has over 150 bars and restaurants, varying from local hotspots to national chains to sophisticated chef driven dining experiences. Shopping in Downtown Nashville consists of western wear and souvenirs, upscale boutiques, and unique local shops scattered throughout the downtown district including the 5th & Broadway development and the currently under development Nashville Yards neighborhood. As for living in Downtown Nashville, residential options include historic lofts to modern high-rise condos and apartment buildings.

Downtown Nashville is truly a one-of-a-kind experience!

3,990 Total Businesses

66,313 Total Employees

232 Company Headquarters

70,108 Daytime Demographics Age 16 Years or Over

(Within a one-mile radius of subject property)

NEW PAGE

Neighborhood Amenities (see amenities map in leasing package but will need updating)

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Why Nashville?

#1 U.S. Market to Watch – Urban Land Institute & PricewaterhouseCoopers, 2022 & 2023

Nashville is consistently recognized for its energetic and growing economy, diverse business environment, highly educated work force, and compelling hospitality.

Nashville is the economic center of Tennessee and a vital transportation, business, and tourism hub for North America. The Nashville MSA comprises 10 counties with a total population just over 2+ million, making it the largest metropolitan area in a five-state region. When it comes to satisfying and exceeding business needs and

expectations, the Nashville region is a top location in America for corporate relocations, expansions, and start-up companies.

Nashville Highlights

3.1% Cost of living below national average

\$0.00 State Income Tax

2.7% Unemployment Rate

1.07M+ Labor Force

Per capita income: 5% higher than the national average

20 4-year colleges or higher educational institutions

NEW PAGE

Economic Drivers

Health Care Management

167,916 Direct Jobs (328,598 direct & indirect jobs)

\$67 Billion Annual Economic Impact

Music & Entertainment

41,153 Direct Jobs (80,757 direct & indirect jobs)

\$15.6 Billion Annual Economic Impact

Manufacturing

86,425 Direct Jobs (326,613 direct & indirect jobs)

\$69.7 Billion Annual Economic Impact

Tourism & Hospitality

74,440 Direct Jobs

\$7.5 Billion Annual Economic Impact

Top Employers

(Ranked by Number of Employees)

Vanderbilt University Medical Center – 24,039 Employees

Nissan North America – 11,000 Employees

HCA Healthcare – 10,600 Employees

Ascension – 8,335 Employees

Randstad – 4,550 Employees

Amazon – 4,000 Employees

Top 4-Years or Higher Institutions

(Ranked by enrollment status)

Middle Tennessee State University

Vanderbilt University

Austin Peay State University

Tennessee Technological University

Belmont University

Tennessee State University

NEW PAGE

Demographics & Accolades

Accolades

- Top 5 Best Job Markets in America – The Wall Street Journal, 2022
- Best Up-and-Coming City – Hemispheres Readers’ Choice Awards, 2022
- #15 Best Cities in the U.S. – Travel + Leisure, 2022
- Nashville is named one of the Top 10 friendliest cities in the U.S. – Conde Nast Traveler, 2022
- #4 South’s Best Cities Overall – Southern Living, 2022
- Nashville named one of the 10 best cities for food and city lovers – Trip Advisor, 2022

Demographics

	1 mile radius	2 mile radius	Nashville
Estimated Population (2022)	14,407	67,445	680,714
Projected Population (2027)	15,122	70,358	703,933
Average Household Income	\$80,450	\$70,077	\$90,404
Median Age	33.9	29.5	34.7
College 4+ Year Degree	62.7%	50.0%	43.4%
Median Home Value	\$372,201	\$395,097	\$290,199

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Transportation

- 516 daily flights servicing ±18.4M passengers annually
- CSX has two major rail yards, 3 terminals, and a division headquarters in Nashville
- Located on the Cumberland River with easy access to the Ohio and Mississippi Rivers
- Two major transit systems – WeGo and Music City Star

Worth Noting:

- 3 Major Interstates converge in Nashville
- 12M people live within a 3-hour drive
- 75% of the U.S. market is within a 2-hour flight
- 2-Day trucking distance via major thoroughfares

Transaction Guidelines

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Transaction Guidelines

The offering of **BARBERSHOP HARMONY BUILDING, 110 7th Avenue North, Nashville, TN**, is being conducted exclusively by Colliers International (“Colliers”). All questions and inquiries should be directed to the Colliers representatives listed in this Offering Memorandum. Prospective investors are strongly discouraged from directly contacting the Seller or Tenants without the express written consent of Colliers. Seller and Colliers reserve the right to alter the Transaction Guidelines in their sole discretion. Colliers will be available to assist prospective investors to arrange on-site inspections and to answer any questions related to information contained in this Offering Memorandum.

The prospective investor will be selected by Seller in its sole and absolute discretion based on a variety of factors including, but not limited to:

- Purchase price;
- The source of capital, both equity and debt, for the transaction;
- The amount of earnest money deposit;
- Detail on the closing expenses to be borne by either buyer or seller (i.e. escrow, title insurance, transfer taxes, etc.); and
- A detailed schedule of the due diligence and requisite approval process.

DISCLAIMER

Materials contained in this Investment Offering Memorandum are confidential, furnished solely for the purpose of considering the purchase of **BARBERSHOP HARMONY BUILDING, 110 7th Avenue North (the “Property”) located in Nashville, Tennessee**; described herein and are not to be used for any other purpose or to be made available to any other person without the express written consent of Colliers International (“Colliers”). The material is based, in part, upon information supplied by Seller and, in part, upon information obtained by Colliers from sources they deem to be reliable. Summaries contained herein of any legal documents are not intended to be comprehensive statements of the terms of such documents, but rather are outlines of some of the principal provisions contained therein. No warranty or representation, expressed or implied, is made by Seller, Colliers or any of their related entities as to the accuracy or completeness of the information contained herein. Prospective investors should make their own investigations, projections and conclusions. Interested buyers should be aware that the Seller is selling the Property in “AS IS” CONDITION WITH ALL FAULTS, WITHOUT REPRESENTATIONS OR WARRANTIES OF ANY KIND OR NATURE. It is expected that prospective investors will conduct their own independent due diligence concerning the Property, including such engineering and environmental inspections as they deem necessary to determine the condition of the Property and the existence or absence of any potentially hazardous materials used in the construction or maintenance of the Property. No representations, expressed or implied, are made as to the foregoing matters by Seller, Colliers or any of their officers, employees, affiliates and/or agent. Information contained in this Investment Offering Memorandum is further governed by the Confidentiality Agreement.



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