

Session 2

Virginia Development Ready Communities Training

How to Properly Market Your Properties

Map the Market

What properties are currently for sale in your district?

What's the order of importance?

What publicly controlled properties are available for redevelopment?

What vacant or underused properties that are not currently on the market possibilities?

Properties Currently for Sale

How many are currently represented by a realtor? (# out of #)

- Are these properties currently listed on your website?
- Are commercial property listings one click away from your home page?
- Have you posted about them on your social media channels with links to your page?
- Are your postings linked to the realtor's listing?

For properties on your site, do you have:

- | | |
|---------------------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> Recent Photo? | <input type="checkbox"/> Downloadable PDF? |
| <input type="checkbox"/> Sq Ft Lease/Sale Price? | <input type="checkbox"/> Location Map? |
| <input type="checkbox"/> Contact Info? | <input type="checkbox"/> Renderings (If Available)? |
| <input type="checkbox"/> Zoning? | <input type="checkbox"/> Desired Project/Tenant Description? |
| <input type="checkbox"/> Link to More Info (Realtor website)? | <input type="checkbox"/> Market Information? |

Major Redevelopment Opportunities

Do you have any larger buildings/properties available for redevelopment?

Is the owner of the property a public entity or willing to work with you?

Have you developed a Request for Qualifications with info above?

Have you developed a financial pro forma to help attract developers?