

STRENGTHS:

- Experienced CRE Broker with understanding of representing VA governmental jurisdictions
- Excellent reputation for integrity and professionalism among peers and professionals
- Strong local and national network of brokerage & stakeholder relationships
- Recent experience in Goochland County transactions (lease & sale)
- Proven capability to form teams specific to complex assignments
- Current technological skills for targeting markets and marketing strategies
- Experienced speaking and presentation skills at public hearings & meetings
- High analytical skills to assist clients in decision making
- Proven ability to work in confidential environments (former Top Secret security clearance)
- Fine appreciation of “one opportunity to make a first impression” with marketing materials

WEAKNESSES:

- Hiring a “company” or an “individual” – “While you may feel good about hiring a company, what you always hope you get is an individual who is committed to your goals and objectives. Be careful when offered a “team” unless there is clear understanding that one and only one person will always be accountable for RESULTS.” (Charles Tingey (dec.) as said in 1973)
- NetWorks Commercial Real Estate offers that “single point of contact” for all work engaged. Teams are formed depending upon the needs of the assignment and often involve “virtual” or remote contributors.

OPPORTUNITIES:

- Messaging to Virginia that “Goochland is open for business & SERIOUS about making deals!
- Invite all Richmond & regional CRE and real estate agents with co-op commission
- Market through CoStar, LoopNet, CCIM Deal Share and Property Line channels
- Assist land owners to understand how Deferred Sales Trusts can facilitate sales
- Market to CPAs, Financial Advisors, Bankers, etc. for “tax strategy opportunity”
- Include proforma depreciation schedule and “typical” tax savings available.
- Provide understanding of state, federal and local incentives to stakeholders in community
- Speaker/Presenter on behalf of County Economic Development & specific asset promotions

THREATS:

- Political agendas that might undermine Goochland County economic goals & objectives
- Interdepartmental friction
- Inconsistent directions
- Decision-making processes
-
-
-
-
-



Jim Tucker, CCIM – Principal Broker/Marketing Strategist

NetWorks Commercial Real Estate, Richmond, VA



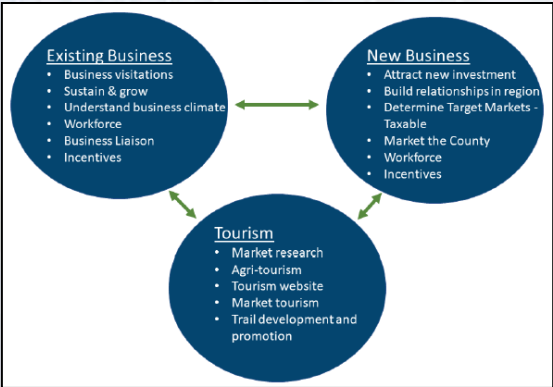
Company Information:

- Est 1997 as Land Strategies, LLC (VA)
- Affiliated with SVN International 2004 – 2010
- SVN Ambassador of the Year - 2007
- Branded NWCRE in 2010
- Licensed as VA Broker since 1990
- Corporate Broker in WA, CA, AZ, VA & NC



- CCIM Designee #06655414 (10/21/2004)
- 13,000+ members in 34 countries
- More US metro coverage than top 5 CRE firms
- Site To Do Business analysis capabilities
- CCIM Transaction of the Year 2007

Economic Development 2019-2024 Strategic Plan



“Our Vision”

To attract, cultivate and retain diverse business in Goochland County by promoting economic growth through commercial and industrial development preserving Goochland’s agricultural heritage.

Goals & Objectives:

- Establish target markets (businesses, stakeholders, etc.)
- Evaluate need for co-working & incubator space
- Offer resources to existing & incoming businesses
- Promote Goochland Co resources (land, buildings, incentives)
- Raise awareness within brokerage & stakeholder communities
- Advise on infrastructure needs and resources
- Package offerings to attract development and investment
- Deliver “**RESULTS**” as defined in our engagement.

Representative Transactions:

High Street Williamsburg

Exclusive Broker for City of Williamsburg
65+ Acre Mixed Use Development
Community Input & Focus Groups
Economic Development Goal
Cultural & Community Goals



Mid-Atlantic Manufacturing

Relocated company from Ashland to Turkey Creek Business Park 2015
Leased 4 tenant spaces since
Incubator offices potential



2552 Turkey Creek Road

Leased 3 tenant spaces
Sold to investor in 2017
Current 2,500 sf space on market
Broadband will make a difference



Relationships. Resources. **RESULTS**

RELATIONSHIPS: Testimony of our clients confirm our commitment to performance that will always exceed your expectations. That’s why we are able to obtain cooperation from sources across the US to market properties and to find opportunities. Our relationships trust us to choose our projects and our clients with care.

RESOURCES: Professionalism in commercial real estate has been redefined by technology and the ability to access it and effectively use it. We utilize the very latest in technological tools and network connectivity to guarantee our clients will be served by the very best industry resources.

RESULTS: All the digital marketing wizardry, market and GIS analysis is wasted if we somehow lose sight of the goal-line which meets our clients’ expectations. Thankfully, human interaction will always play a major role in getting us there and we understand the importance of “face-to-face” interaction and are experienced in the relationship and negotiation skills necessary to close the deal. That’s why you hire us.

Marketing Strategy Recommendation:

- Market DIRECT to NWCRE Investor/Prospect List
- Proactively market to Metro & Regional CRE Brokers(50% fee)
- “PND”/Rooftop Contact of Owners (1 mile radius)
- CCIM Deal Share, CoStar, LoopNet, Property Line
- Richmond CRE blog & Market Influencers (Attys, CPAs, Advisors)
- “Feature Property” on www.NetWorksCRE.com

Marketing Materials Recommendation:

- Offering Memorandum (“OM”) print & digital & “flipbook”
- Use drone for photos
- Property website @ <http://www.networkscre.com>
- Executive Summary property flyer
- Demographic profile + Tapestry Report
- Due Diligence “Vault” to facilitate underwriting

Marketing Director:



Jim Tucker, CCIM

- 35+ years of sales & leasing experience
- CCIM Designee
- VAR Commercial Alliance Chairman
- Over One Billion Dollars in transactions
- Weekly & Monthly written reports to Owners

- Direct Mail to target Comps prospects
- Email blasts to investment community & database
- Pro-active promotion of CRE brokerage cooperation
- Direct calls to prospects and CRE brokers
- Personally conduct all property showings
- Assist with arranging financing for new buyer

Fees & Commissions:

- **Six (6%) commission paid at closing**
- All marketing costs paid by broker
- 50% of commission offered to co-op buyer’s brokers
- All negotiations through Tucker

