

Real Estate Auction Solutions

CRE Competitive Bid Auction Program

Max Spann RE & Auction Co.



Serving the Nation

New York, NY • Clinton, NJ • Naples, FL

Phone: 888-299-1438

www.maxspann.com

Real Estate Auction Solutions

CRE Competitive Bid Auction Program

The Auction Advantage.

- Control the Timing of a Sale

Through an auction the Seller sets the date when their property will be sold. In conventional marketing a Seller is reliant on an offer being submitted, negotiated and potentially going to settlement - at best a protracted process. With auction marketing, settlement usually occurs 30 to 45 days from the actual auction date.

- Pre-establish Terms and Conditions of a Sale

Through the terms of the auction the Seller dictates the terms and conditions under which they are offering their Property. This creates a level playing field on which bidders can compete to purchase the Property and eliminates prolonged negotiations.

- Achieve the Highest Competitive Values

Through a concentrated multi-faceted marketing campaign, intense market interest will be focused on the Property. Furthermore, as the Property is being offered through an auction format, multiple bidders compete thus driving prices to the optimal values.

- Overcome Particular Market Challenges

Whether selling in a strong or a weak marketplace, auctions have the ability to create a **sense of urgency** through fear of loss. Potential bidders who are interested in a particular property know they must participate in the auction process on a particular date or they will lose that opportunity.

- Unparalleled Market Exposure

An intense media program, targeted mailings, direct solicitation, consistent follow-up and a public relations campaign are designed to promote the Property in a way with which conventional programs simply cannot compete. The auction creates a deadline, forcing buyers to act immediately. Moreover, the auction will focus the market's attention on your property- it will force buyers to consider your project before any others, thereby **"freezing"** the market place until after your property has sold at the auction.

- Portfolio Sales Approach

Sell multiple assets in one day creating a cost averaging, portfolio decision process. Aggregate sales value drives decision rather than individual sales.

- Timeliness & Efficiency

Time value of money, collect all proceeds following one event rather than over a protracted, piece-meal period. "As is" terms eliminates back and forth negotiations.



CASE STUDIES



Two Separate Student Housing Campuses, Portales & Roswell, New Mexico

Consisting of 7 buildings and 525 beds, this offering attracted national attention. Despite the complexities of a ground lease and potential reverter clause to the University of New Mexico, spirited bidding was achieved with the winner being an investment company based in New York City.



Waterfront Pier & Redevelopment Baltimore Harbor, MD

Major redevelopment site in the strategic center of Baltimore Harbor. Purchased by a consortium led by Under Armor CEO Kevin Plank, it is a key component in a massive multibillion dollar project slated for south Baltimore.





50,000 SF pad site Retail Building Royersford, PA

Part of the thriving Lakeview Shopping Centre, this former furniture store in pristine condition was purchased by a major furniture chain as part of their expansion strategy



250,000 SF Mall Willingboro, NJ

An obsolete, out positioned former mall, this well-located property was bid on by a wide variety of redevelopers including multi-family, eCommerce warehouse, mixed use and retail. The winning bidder will redevelop this site into e-commerce "fulfillment center" providing needed jobs and tax ratables to the community.





AUCTIONS BY ORDER OF THE RECEIVER

Major Waterfront Development & Marina Opportunities Along North Carolina's Crystal Coast

ATTENTION BUILDERS, DEVELOPERS & INVESTORS

32 Deepwater Boat Slips
State-of-the-Art Marina on Protected Harbor with Direct ICGW Access

Major Marina Opportunity
Proposed 400 Boat Drystack, 30 Slip Marina near Beaufort Inlet with Residential Component

5th Ac. Ocean View
500' of Highway Frontage with Ocean Views and Flexible Zoning

6th Ac. Oceanfront
Rare Opportunity with 500' of Ocean Frontage along Pristine Beach

The Crystal Coast

December 2nd 2012

Major Development Portfolio Famed Crystal Coast Region, North Carolina

Consisting of hotel sites, multi-family sites, existing and to be constructed marinas, this auction attracted international attention and was sold in pieces. One of the largest offerings of its kind on the east coast, it was hugely successful for its selling principles.



AUCTION

DEVELOPER ORDERS IMMEDIATE SALE

WATER'S EDGE AT THE BERKSHIRES

35^{1/2} ACRES OF WATERFRONT DEVELOPMENT LAND APPROVED FOR 53-UNIT SUBDIVISION WITH MARINA

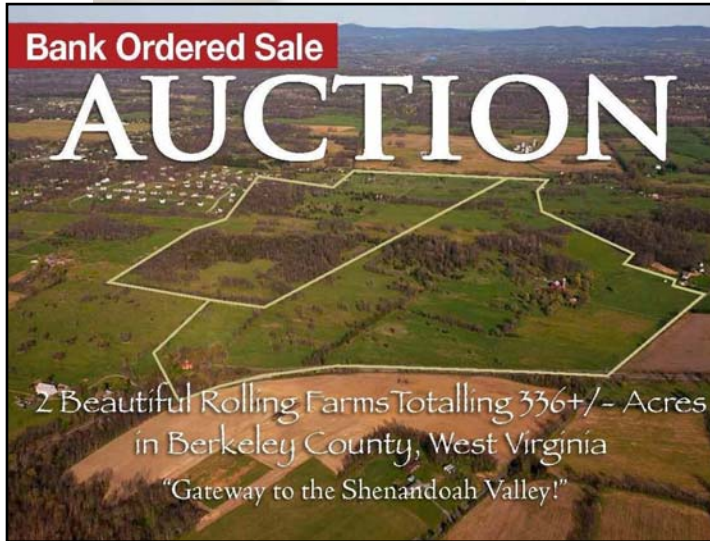
BERKSHIRE MOUNTAINS (OTTIS), MA

AUCTION: FRIDAY, JUNE 24TH AT 12PM AT THE RED LION INN IN STOCKBRIDGE

Major Waterfront Development Site Berkshire Mountains, MA

A one of a kind opportunity located along the shores of Lake Otis, Massachusetts' largest lake, it drew national attention from the development community. Ultimately it was purchased by a major Boston area developer which plans to construct a mixed use second home community.





Major Planned Unit Development Martinsville, West Virginia

Consisting of over 330 acres, this site was originally envisioned and approved for a massive Planned Unit Development of housing. Rendered unviable by the Great Recession, it was marketed to a diverse group including ranchers, scaled back residential developers or other users. Ultimately it was purchased by a major DC developer which plans to warehouse the land until the development returns to this ex-burb of the Washington DC market.



50,000 SF Shopping Center Hartford, CT Area

This out positioned neighborhood shopping center drew attention from a diverse group of redevelopers including medical office, mixed use and traditional retail. The winning bidder was a mid-cap, end user grocery chain which made its first foray into the Connecticut market with this acquisition.





ABSOLUTE AUCTIONS

Massive Developer Portfolio
13 Subdivisions/625+ Lots
7 Land Parcels
from 8 to 88 Acres


Attention Builders, Developers, & Investors

MARCH 10th 2012 2 PM
 BERKS COUNTY, PA

Major Development Portfolio Berks County, PA

13 separate developments totaling 625 lots plus 7 undeveloped parcels were brought to market and sold individually to a variety of regional and national builders. This was the largest offering of its kind for this growing region.



AUCTION 

Major Mixed Use High Density Development

7.67[±] Acres Zoned Urban Center-Multi Family Apartments, Retail, Office
 100 Skiff Rd, Hamden, New Haven County, CT **By Order of the Secured Creditor, August 13th**

Conceptual Mixed Use Diagram

“Brownfield” Redevelopment Site New Haven, CT Area

A former factory site, this property presented an especially complex challenge. Marketed to developers who specialize in environmentally tainted sites, it was purchased by a regional developer and is currently being remediated for a mixed use development.





REAL ESTATE AUCTION
MAJOR CHERRY HILL RETAIL CENTER

54,000⁺ Sq. Ft. Center
 7⁺ Acre

Route 70, & Route 154 (Brace Road/Kings Highway)

54,000 SF Shopping Center Cherry Hill, NJ

Very prominently located along the Route 70 corridor, this vacant center had ongoing ground water contamination problem. In need of redevelopment, it drew national attention from a diversity of purchasers including major national end user retailers and others. The ultimate purchaser was a medical office developer who has since constructed over a 100,000 square feet of office at the location.



AUCTION
 BY ORDER OF THE BANK

71 Unit Apartment Building – Income Producer!
 July 29th 2014

Purchase & Start Collecting Rent!

Max SPANN
 Over 20 years of trusted service

Huntington Place
 Meriden, New Haven County, CT
 "The Crossroad of Connecticut"

71 Unit Apartment Complex Hartford, Ct Area

Obsolete HVAC and much deferred maintenance characterized this complex. The property drew heated regional attention which resulted in intense bidding. It was ultimately purchased by a major developer from NYC.





MAX SPANN AUCTION
 Major Retail Redevelopment Opportunity
 55,000⁺ SF Retail Space
 Route 31, Clinton, Hunterdon County, NJ
 September 27th 1PM
 Minimum Bid \$550,000

55,000 SF Shopping Center with Ground Lease Clinton, NJ

This vacant shopping center had the additional constraint of being subject to a long term ground lease. Our Team navigated through the complexities of this real estate and attracted a broad range of developers and end users. Ultimately it was purchased by a major end user retailer from RI making its first venture into New Jersey.



MAX SPANN AUCTION
 JULY 12TH
 57,280⁺ SQ FT CLASS A OFFICE BUILDING
 ON 8.5⁺ ACRES
 MINIMUM BID \$1.75 M, PREVIOUS ASKING \$6.9 M

Corporate Headquarters | Parking for 200+ Cars | Class A Office Space | Pharmaceutical, Technology, R&D

**Perfect for the End-User or Investor
Don't Miss This Opportunity!**

We are pleased to present this single-story Class A office building within the Princeton Technology Center in Middlesex County, NJ. The property is centrally located off NJ Turnpike exit 8A, easily accessible from New York City and Philadelphia. 19C1 Zoning - Office/Commercial/Industrial Use.

PRINCETON TECHNOLOGY CENTER
 68 CULVER ROAD
 SOUTH BRUNSWICK TOWNSHIP, MIDDLESEX COUNTY, NJ

57,000 SF Single Use Office Building Princeton Area, NJ

A former call center, this building was largely single tenant capable. Adding to the challenge was a severely oversupplied suburban office market. Despite these hurdles, multiple bids competed for this asset with an end user technology company prevailing in the end.





Multi-State Portfolio

This single owner portfolio offering included single family homes, shopping centers, a golf course and multi-families. It was geographically spread across the mid-Atlantic states. Sold individually at a single auction event, it allowed the portfolio manager to cost-average the sale resulting in values at over 110% of target.

Bank Ordered REO Portfolio
AUCTIONS
37 Absolute Auctions
PROPERTIES: DE, MD, PA
Something for Everyone!

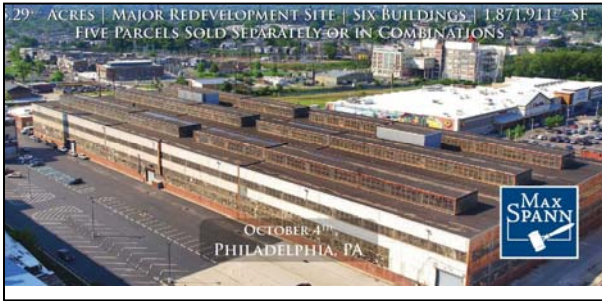
Class A Office in Camdenlet
Income Producing Office/Retail in Lewes
Move in Ready 4 Bedroom Home in Lewes
Four Upper Townhome in Wilmington



Scattered Site Offering of 400 Properties

This offering was undertaken on behalf of the Philadelphia Housing Authority and consisted of residences throughout the City. Sold individually or in small bundles, it resulted in a complete sellout and achieve values well in excess of targeted projections.





Major Former Fabrication Plant

A former Budd Company metal fabrication plant, this site is massive in scale comprising 29 acres and over 1.8 million square feet in northern Philadelphia. Long sitting idle and complicated with major environmental cleanup issues, it was successfully marketed by our Firm in a sealed bid auction as a redevelopment site. The “as is”, expedited sale garnered our client over \$6.5mm and was purchased by a major developer based in NYC.

Max Spann R.E. & Auction Co.

Max Spann Real Estate & Auction Co. is a nationally recognized, well-established, full service marketing and consulting Firm specializing in assisting real estate owners in efficiently and expeditiously converting assets to cash. Drawing on over fifty years' experience in real estate advisory services, the “Spann Team” has converted billions of dollars of assets into cash quickly while maximizing revenue proceeds for our clients. Our expertise covers the entire spectrum of real estate asset categories including luxury homes, resort condominiums, industrial complexes, office buildings, retail centers, farms and raw land, multi-unit residential, portfolio offerings, airports and other specialty type properties. Our management team is highly regarded for its creativity, diversity of real estate disciplines and professionalism in producing custom, result oriented marketing plans. Our expertise includes marketing, land use development, finance, legal and property valuation concentrations.

Serving the Nation

New York, NY • Clinton, NJ • Naples, FL

Phone: 888-299-1438
www.maxspann.com





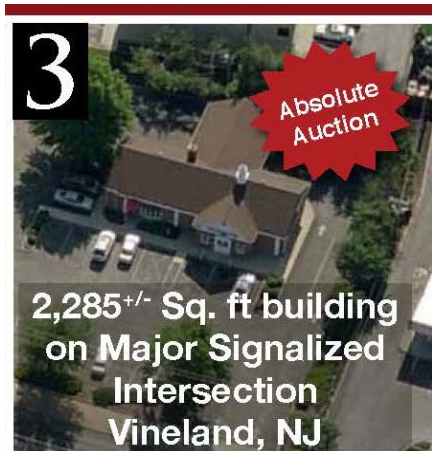
Case Studies of Absolute and Published Minimum Auctions



**FORMER SHOPRITE SHOPPING CENTER-
LEASEHOLD INTEREST**

CLINTON, NJ

MINIMUM BID \$550,000



FORMER BANK BRANCH

VINELAND, NJ

ABSOLUTE

SALE \$720,000

Serving the Nation

New York, NY • Clinton, NJ • Naples, FL

Phone: 888-299-1438

www.maxspann.com





Case Studies of Absolute and Published Minimum Auctions



FORMER BANK BRANCH

LEBANON, NJ

ABSOLUTE

SALE \$420,000



FORMER BANK BRANCH

VENTOR, NJ

ABSOLUTE

\$304,000

Serving the Nation

New York, NY • Clinton, NJ • Naples, FL

Phone: 888-299-1438




www.maxspann.com





Case Studies of Absolute and Published Minimum Auctions

1 Lopatcong Twp. (Phillipsburg Area)
30,774+/- Sq. Ft. Office Building
Absolute Auction



222 Red School Road, Lopatcong,
Warren County, NJ

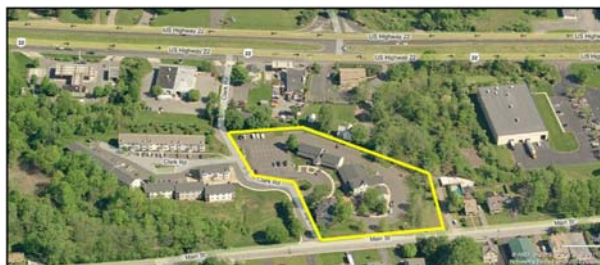
- Former Corporate Headquarters.
- Single story office building expandable to 75,000+/- Sq. Ft.
- 8.92+/- Acres in established corporate park.
- Convenient access to Route 22, 57, and I78.
- Ample Parking

VACANT OFFICE BUILDING

PHILLIPSBURG, NJ

ABSOLUTE

SALE \$396,000



MIXED OFFICE/RETAIL

LEBANON, NJ

ABSOLUTE

\$425,000

Serving the Nation

New York, NY • Clinton, NJ • Naples, FL

Phone: 888-299-1438

www.maxspann.com

