

# COMMERCIAL PROPERTY PowerSale™

An ongoing Accelerated Marketing Program  
for commercial real estate assets

NAI Global and NAI Samuel D. Plotkin & Associates, a Springfield based commercial real estate firm, invite you to participate in the Commercial Property Powersale™, an Accelerated Marketing Program to help commercial real estate owners, investors and financial institutions achieve maximum value for their commercial real estate assets.



**OFFICE**



**RETAIL**



**INDUSTRIAL**



**LAND**

**NAI** SAMUEL D. PLOTKIN  
AND ASSOCIATES, INC.  
COMMERCIAL REAL ESTATE SERVICES, WORLDWIDE

Build on the power of our network.™

NAI Global's **Accelerated Marketing Program** speeds up the selling process of any property or asset.

## HOW IT WORKS

### Auction Marketing

A live auction brings together all interested parties to ensure a successful sale. Bidders may participate in person, by phone or via the Internet. The auction method allows you, the seller, to set the timetable and receive local and national exposure for a property or asset. Slow offers and negotiations are turned into exciting, urgent bidding matches between serious buyers.

### Sealed Bid

Through similar to live auctions, with sealed bids each bidder has no idea of the competitors' pricing strategy. This uncertainty often results in competitive bidding that achieves a higher sale price. Sealed bid also allows for competitive bidding that achieves a higher sales price. Sealed bid also allows for competitive bidding and the date certainty of an auction without the frenzy of an open outcry auction. NAI Global is also offering a **Sealed-Bid Plus™**. The process starts with submission of a sealed bid. Then the finalists are invited to participate in a brief open bidding process to secure the highest bid. This strategy has been proven to produce a winning bid that is 10%-15% higher than the original sealed bid.

NAI Samuel D. Plotkin & Associates, Inc., possesses the broadest, most diverse in-house marketing capability of any commercial brokerage firm in Western Massachusetts. We specialize in commercial, industrial, medical office, and retail brokerage and sellers are invited to offer individual assets, multiple assets and entire portfolios in the **Commercial Property Powersale™**. Our seasoned professionals will guide you through the Accelerated Marketing process from start to finish. Call our office to find out more details about this exciting opportunity.



## THE PROCESS

**Phase 1: Pre-Sale Preparation**

**Phase 2: Marketing**

**Phase 3: Auction/Sealed Bid Deadline Day**

**Phase 4: Post-Event**

**NAI** SAMUEL D. PLOTKIN  
AND ASSOCIATES, INC.  
COMMERCIAL REAL ESTATE SERVICES, WORLDWIDE

**Mark Healy**

**NAI Samuel D. Plotkin & Associates**  
41 Taylor Street  
Springfield, MA 0110  
413-781-8000 / [mhealy@splotkin.com](mailto:mhealy@splotkin.com)  
[www.sdplotkin.com](http://www.sdplotkin.com)