

**LOCAL
CHARM**



**NATIONAL
EXPERTISE**

Strategic Marketing Channels

Gehrki Commercial Real Estate (GCRE) Utilizes the following marketing channels when representing properties for our clients:

Conventional Print Advertising:

Specific trade journals, newspapers and other print media, specific to each product type with be utilized when appropriate. Publications include but are not limited to:

- Arkansas Democrat Gazette
- Sentinel Record
- Surrounding Local market newspapers

Marketing Collateral:

Appropriate marketing Collateral are created by our in-house marketing/design team. Examples include, but are not limited to:

1 or 2 page brochures

Property Postcards

Sales/marketing booklets

Large display boards

Graphical E-mail templates

Custom advertisements

Inclusion on periodic listing summaries

Dedicated E pages

E-Brochures

Signage: *Exterior signs are positioned to ensure the highest visibility for the property.*

Custom Campaign: Each marketing campaign is customized to meet the needs of each client's individual property or properties. GCRE always examines new, creative marketing channels to meet specific needs of each unique property. Based on property specifics, our team pinpoints and implements the most effective strategy based on the property type(s).



www.gehrki.com

LOCAL CHARM

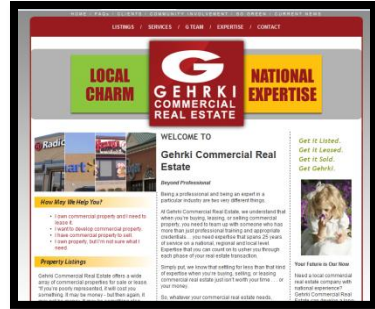
G EHRKI COMMERCIAL REAL ESTATE

NATIONAL EXPERTISE

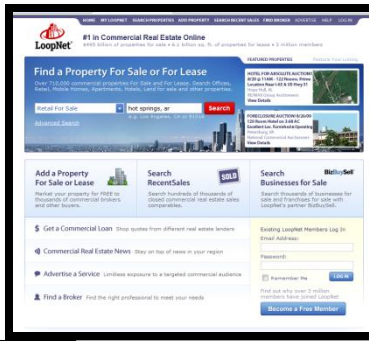
Internal Networking – Our listing service, through both the company intranet and the world wide web, provides the property with 27/7/365 National, regional and local exposure.

External Networking – Our many contacts and close working relationships with brokers, consultants, professional organizations and corporations throughout the market are a result of our years of commitment to providing property solutions. We utilize direct mail, personal contact and e-mail channels to contact groups of professionals.

Internet Listings: GCRE believes listings should be available and accessible in as many channels as possible. We utilize the worldwide web to market your property through the following channels:



Loopnet.com – The largest worldwide commercial property web page.

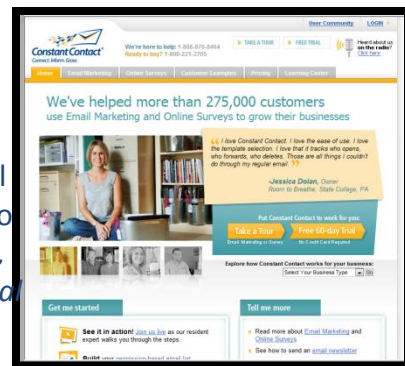


CDX - Commercial Data Exchange- Arkansas Commercial Broker Only Website.



Landwatch.com – Helps Buyers find investment or recreation property, large tracts of land, hunting land, land auctions, farms, ranches and country homes.

Constant Contacts - Custom high-impact emails that are as professional as your business sent to GCRE's Buyers, brokers, consultants, professional organizations and corporations.



Get it Listed. Get it Sold. Get GEHRKI!