

## **NAI Global Launches PowerSale Program To Help Dispose of Troubled Assets**

### **NAI Global Launches Accelerated Marketing Program (AMP) to Help Property Owners and Financial Institutions Dispose of Troubled Real Estate Assets**

Commercial Property PowerSale™ Features Auctions, Sealed-Bid Sales to Accelerate Sales Cycle and Achieve Highest Possible Price

NAI Global, the world's premier network of commercial real estate firms and one of the largest real estate services providers worldwide, announces the launch of the Commercial Property PowerSale™, an Accelerated Marketing Program created to help property owners and financial institutions dispose of troubled real estate assets.

"Delinquencies are on the rise, and with an estimated \$400 billion dollars of commercial real estate loans coming due in 2009, we believe there is an urgent need for nontraditional marketing approaches," said Jeffrey M. Finn, President & CEO of NAI Global. "The days of buyers standing in line for each new offering ended abruptly with the credit crisis in 2008. With limited access to new capital, more and more property owners are faced with a difficult situation – what to do with their troubled asset as loans come due in a depressed economy and with a distressed debt market. Our Accelerated Marketing Program gives clients the opportunity to sell their asset quickly, reducing their holding costs and securing true market value for the property."

The Commercial Property PowerSale™ will employ a variety of accelerated marketing techniques that have proven effective in previous economic cycles when traditional sales channels are gridlocked. Property owners will have the option of offering their property for sale via a series of live online auctions, sealed bids or a unique combination of the two formats. Properties in the Commercial Property PowerSale™ benefit from an aggressive marketing campaign that includes ad direct global sales force while leveraging the scale of a portfolio marketing strategy with focused print, broadcast and electronic advertising, and a direct-to-buyer outreach to more than 175,000 active buyers. Sellers are assured a shortened sales process and a date certain sale schedule. The three program options – Auction Marketing, Sealed-Bid and Sealed-Bid Plus™ – set up a competitive bidding environment that creates urgency, forcing buyers to act immediately.

NAI Global's Accelerated Marketing Program is an offshoot of NAI's Asset Optimization Program, which aligns a comprehensive array of services to help banks and financial institutions identify, manage and resolve problems in their real estate portfolios.

"The Accelerated Marketing Program was designed to meet the demands of our clients – property owners and financial institutions – with troubled assets, as well as sellers with healthy properties that are having trouble finding a buyer in today's market," said Finn. "Together with our longtime partner, Higgenbotham Auctioneers International, we have successfully completed more than \$2.3 billion in sales through accelerated marketing programs. We are able to leverage our knowledge and relationships with the most active buyers at any given time to help our clients achieve the best possible value for their asset, despite the current economic climate."

The program is open to both private and institutional owners and will include the sale of both commercial real estate equity and loans. Sellers may submit an individual asset or an entire portfolio, and property types will include everything from office, industrial, retail, hospitality and multifamily properties, to residential subdivisions and land for development. Both performing and non-performing commercial real

estate loans may also be offered for sale. The NAI Global team will evaluate each property and guide the seller through the program process, helping them to choose the sales vehicle that best suits their needs:

- **Auction Marketing** – a one-time live auction that brings together all interested parties at the same time to complete the sale. Bidders are able to participate live in person, by phone or via the internet. Closest to the traditional auction model, serious prospective buyers compete in an exciting, urgent bidding match for the property at a date and time selected by the seller.
- **Sealed Bid** – Though similar to Auction Marketing, Sealed-Bid allows prospective buyers to submit their offers in writing, without any idea of a competitor's pricing strategy. The uncertainty created often results in a bid that is far superior to other bids for the same asset, without the frenzy of an open outcry auction.
- **Sealed-Bid Plus™** – A unique combination of the first two options, this exclusive offering allows prospective buyers to submit their offers in writing, and a selection of the top finalists are invited to participate in a brief open bidding process, ensuring the highest bid for the asset.

The Commercial Property PowerSale™ is a benefit to owners who have to sell, and creates urgency for buyers to act or risk losing an opportunity to another buyer, said Finn. NAI Global has had tremendous success helping owners dispose of distressed real estate assets through Accelerated Marketing Programs during previous downturns, most notably during the early 1990s aftermath of the Savings & Loan crisis.

Property owners and financial institutions interested in learning more about the Commercial Property PowerSale™ and NAI Global's Asset Optimization Services should visit [www.naiglobal.com/amp](http://www.naiglobal.com/amp).

## About NAI Global

NAI Global is one of the leading commercial real estate services providers worldwide. Headquartered in Princeton, New Jersey, NAI Global manages a network of 5,000 commercial real estate professionals and 325 offices in over 55 countries, and completes over \$45 billion in annual transaction volume. Since 1978, NAI Global clients have built their businesses on the power of NAI's expanding network. NAI Global's extensive services include corporate real estate services, brokerage and leasing, property and facilities management, real estate investment and capital market services, due diligence, global supply chain consulting and related advisory services. To learn more, visit [www.naiglobal.com](http://www.naiglobal.com).

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**Contact:** Peter Setaro, 609-945-4086 or [psetaro@naiglobal.com](mailto:psetaro@naiglobal.com)