



Brian P. Russell  
President

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Sent via Email

Heather Pope  
Director of Redevelopment  
123 Washington Street  
Columbus, IN 47201

In re: Marketing of Real Estate in Columbus, Indiana

Dear Heather,

Pursuant to your request, Russell Development Company (“RDC”) is very interested in assisting the Redevelopment Commission in the procurement of a lease at the said property in Columbus, referred to as the street level retail space at 310 Washington Street, formally occupied by Detours American Grill, consisting of +/- 5,511 square feet. RDC will provide the following as part of our service.

**PRODUCE MARKETING MATERIALS** *Marketing Plan Focus:* Our marketing plan for this property will focus on contacting prospects and making commercial brokers aware of the building’s availability.

*Site Sign:* Order and install signage announcing the property’s availability. This property will benefit greatly from signage due to the newer development and current retail interest in the Downtown Business District.

*Brochure:* RDC will prepare a color flyer with information and photographs for the property to use for showings, mailings, and sales calls.

*Email:* RDC will email the brokerage community announcing the property’s availability.

*Loopnet:* We will list the property on Loopnet.

*Broker Mailers:* RDC maintains a current database of all brokers active in the commercial real estate market and will mail flyers to these brokers.

TARGET MARKETS

Retailers, restaurants, and cultural opportunities; work closely with the Director of Redevelopment to be consistent with City goals.

REPORTING

Continued dialogue with the Director of Redevelopment and the Columbus Redevelopment Commission regards the status of qualified prospects.

ASKING LEASE PRICE

RDC will advise and consult with the Redevelopment Commission to help better understand all aspects of the property then advise on a listing price. We will also analyze current leases of similar type downtown properties.

COMPENSATION

RDC would request 6% commission. This fee would be based upon the Gross Lease Amount.

WHY RDC?

- Highly productive office / excellent relationships with other brokerage professionals in the State
- Prior leasing experience valuable in qualifying prospects and addressing due diligence issues
- Existing Client/ Broker relationship
- Local leasing knowledge
- Extensive tenant database

We have extensive experience in leasing downtown Columbus properties. A partial list of several downtown leases we have completed include *Taku Japanese Steakhouse, Stahl Financial, Indiana Wesleyan, Ivy Tech, View Point Books, That Special Touch, Edward Jones, Well Fargo, AG Edwards, German American Bank, Quinco, The Garage, Cummins, SB Jewelry, Soups by Design, State Farm Insurance, MainSource Bank, FC Tucker, Sheppard Insurance, and Reams Asset Management.*

We would be most interested in reviewing and developing a mutually beneficial set of leasing terms and conditions to first, best suit the financial needs of the Columbus Redevelopment Commission and then second, the broader Columbus community as a whole.

We look forward to working with you on this project!

Very truly yours,



Brian P. Russell  
President; Russell Development Company, Inc.