

**SIEGEL-GALLAGHER**  
Building Appreciation



MILWAUKEE  
MADISON  
CHICAGO

April 14, 2011

Ms. Kristin Niemiec  
Redevelopment Authority of the City of Racine  
Department of City Development  
730 Washington Avenue  
Room 102  
Racine, WI 53403

RE: Response to RFP for the sale of property located at 1526 Washington Avenue. Racine, WI  
("Property")

Dear Kristen:

In response to your request Siegel-Gallagher, Inc is pleased to provide the following proposal for consideration by the Redevelopment Authority of the City of Racine ("RDA"):

Included are biographies for our brokerage team which is comprised of myself and Shaun Dempsey. We have also included background information on our company and a sample of our marketing information brochure for the property and examples of direct mail pieces we have utilized on other projects.

Siegel-Gallagher will market the property contributing its "best practices" to a total marketing effort. Specific activities will include:

- Define ownership positions on key sale terms (i.e. due diligence periods, price, seller financing, available entitlement documentation, etc.) and prepare to communicate these positions to prospective buyers early on in the transaction.
- Understand and be prepared to communicate the benefits of the Uptown area and existing retail, educational and business community members and its "built in" customer base.
- Prepare comprehensive marketing materials, signage, and commercial MLS listings (CoStar, Loopnet, and Xceligent).
- Canvas by phone and in person for tenants. Our marketing will be both broad and targeted. We will bring regional exposure to the property.
- Create a prospect list of users that closely fit the different retail, office and residential opportunities of this project.
- Make recommendations on tenant mix and tenant retention strategies to potential buyers not utilizing the entire building.
- Contact brokers locally and regionally representing projects of similar quality to insure they are aware of the opportunity.
- Bring in offers!



The commission structure we are proposing is eight percent (8%) of the gross sales price paid in full at closing. All marketing expenses will be paid for by Siegel-Gallagher.

We appreciate your consideration and look forward to working with you and the City of Racine.

Very truly yours,

Siegel-Gallagher, Inc.

A handwritten signature in black ink, appearing to read 'J.B. Kuhn', followed by a horizontal line.

John B. Kuhn  
Senior Vice President

# CORE COMPETENCY BROKERAGE

SIEGEL-GALLAGHER

Building Appreciation



## LEASING/PROPERTY REPRESENTATION.

### *The right resources. The right advice.*

Since 1995, the professionals at Siegel-Gallagher have represented landlords in more than 3 million square feet and \$1 billion of transactions. On an exclusive basis, Siegel-Gallagher represents owners of office, retail, distribution, and manufacturing facilities in the leasing and disposition of their buildings.

Siegel-Gallagher has a team of brokers experienced in many different industries and best-equipped to represent your asset. To better serve your firm, Siegel-Gallagher has highly specialized teams consisting of an Office Group, Retail Group, and an Industrial Group. Each group consists of multiple senior-level brokers that will best represent your firm's assets, utilizing their deep understanding of the market and leveraging their massive database of contacts.

### *Siegel-Gallagher, Inc. services*

- Negotiation of new and existing lease agreements
- Marketing the property to acquire tenants for vacant space and build-to-suit opportunities
- Consulting services to enhance the appeal and market value of real estate assets
- Providing accurate, comprehensive market data and thorough financial analyses

### *Appealing real estate tax assessments*

- Thoughtful and creative long-term strategic planning to ensure maximum asset value
- Financial consultation with debt and equity ownership structures



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**SIEGEL-GALLAGHER**

Brokerage Management Construction

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# CORE COMPETENCY CONSTRUCTION

**SIEGEL-GALLAGHER**  
Building Appreciation



## EXCELLENCE IN MANAGING CONSTRUCTION PROJECTS.

The Siegel-Gallagher Construction Company exists to provide exceptional customer service to our clients. Our team, originally brought together to serve the extremely high expectations of the Siegel-Gallagher Management Company, is now available to serve your construction needs and those of your tenants. With an unparalleled commitment to excellence and focus on the client, Siegel-Gallagher's construction division has rapidly emerged as a leader in southeastern Wisconsin.

We specialize in owner's representation, construction management, tenant improvement services, and base building work. We actively build the right team of professionals to ensure accurate and efficient project execution. Our expertise includes the management of building infrastructure, electrical and mechanical systems, and general site conditions. Siegel-Gallagher will also engage with your moving, furniture, and telecommunications suppliers to ensure all facets of the project are tightly controlled.

Our staff is passionate, knowledgeable, honest, and hard-working. Project Managers and Superintendents go the extra mile every day to ensure that our clients' expectations are exceeded. These high standards are derived from decades of experience at many major national companies. The best processes and systems have been adopted and are utilized in conjunction with a steadfast commitment to quality construction and superior service.

### Siegel-Gallagher Construction Company services

- Engagement of the right professional services partners such as architects and engineers
- Accurate pre-construction budgeting and scheduling
- Entitlement services to include permitting
- Plan evaluation and recommendations



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CORE COMPETENCY

# PROPERTY MANAGEMENT

SIEGEL-GALLAGHER  
Building Appreciation



## SUPERIOR COMMERCIAL AND RESIDENTIAL PROPERTY MANAGEMENT.

The Siegel-Gallagher Management Company aspires to create value through effective oversight of client assets and their daily operations. The same insight and experience that enables us to help investors make wise real estate decisions gives Siegel-Gallagher the ability to successfully and favorably manage properties on a daily basis. With our focus always on the pulse of our markets, Siegel-Gallagher concentrates on the following five essential aspects of property management:

- Positioning and improving property to achieve maximum returns
- Retaining quality tenants
- Attracting desirable new tenants
- Negotiating favorable leases
- Enhancing the value of properties through first-rate property maintenance

### Siegel-Gallagher Management Company services

- Vendor management
- Group purchasing programs for services, products and insurance
- Service standard procedures
- Disaster plan recovery
- Internal staff management
- ADA compliance programs
- Financial reporting
- Cash management
- Lease administration



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Brokerage Management Construction  
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# 1526 Washington Avenue

Racine, WI 53403



## General Information

<b>Description</b>	This two story office/retail building is located within the city of Racine. The property features newer front windows and 44 feet of frontage on Washington Avenue (Highway 20). It is perfect for an owner-user.		
<b>Building Size:</b>	Approximately 12,000 square feet		
	<i>Ground Floor:</i>	~4,500 square feet	
	<i>2<sup>nd</sup> Floor:</i>	~4,500 square feet	
	<i>Walk out basement/storage</i>	~3,000 square feet	
<b>Purchase Price:</b>	TBD		
<b>Parking:</b>	Ample street parking with an un-metered municipal lot in the back of the building.		
<b>Building Sign:</b>	Opportunity for sign placement on building, pending municipal approval.		
<b>Amenities:</b>	Located in the Uptown District in the heart of the City of Racine. This property is close to many restaurants and retail shops. The building has been significantly restored including a new roof, windows and mechanicals (hvac). The first floor is well laid out for either retail or office and the second floor is well suited for either commercial or residential. The floor plates are divisible.		
<b>Contact:</b>	<b>Shaun Dempsey</b> T 414-225-9700 D 414-270-4104 C 414-699-7674 F 414-225-9785 E <a href="mailto:sdempsey@sg-re.com">sdempsey@sg-re.com</a>	<b>John Kuhn</b> T 414-225-9700 D 414-270-4105 C 414-403-8546 F 414-225-9785 E <a href="mailto:jkuhn@sg-re.com">jkuhn@sg-re.com</a>	



# 1526 Washington Avenue

Racine, WI 53403



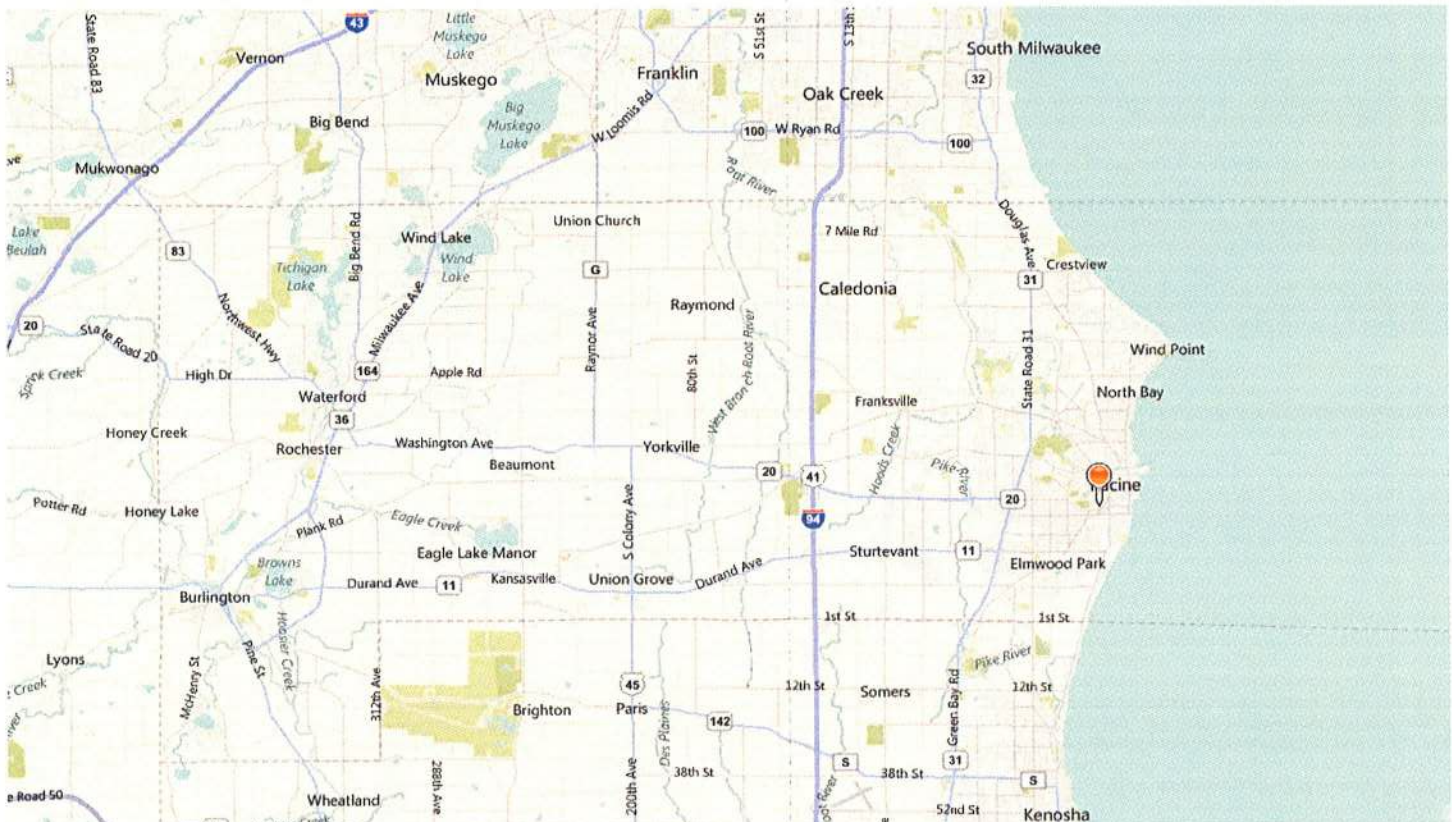
## Floor Plan

# 1526 Washington Avenue

Racine, WI 53403



## Location Maps





# 1526 Washington Avenue

Racine, WI 53403



## Aerial Photograph





# Available for Sale

Office/Retail Space

SIEGEL-GALLAGHER

Building Appreciation



**1526 Washington Avenue**

Racine, WI 53403

#### INSIDE:

- General Information
- Floor Plans
- Location Maps
- Aerial Photograph

#### CONTACT:

**Shaun Dempsey**

T 414-225-9700

D 414-270-4104

C 414-699-7674

F 414-225-9785

E [sdempsey@sg-re.com](mailto:sdempsey@sg-re.com)

**John Kuhn**

T 414-225-9700

D 414-270-4105

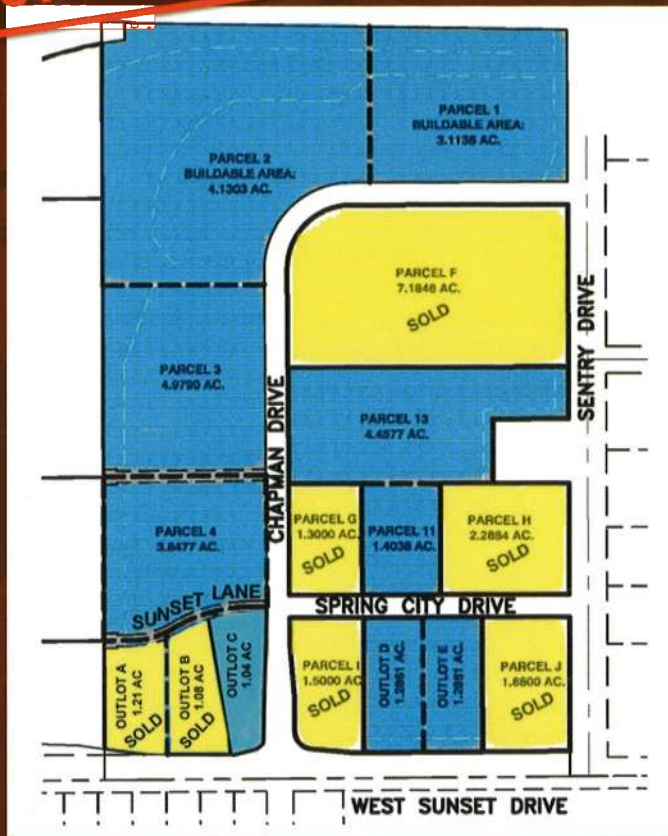
C 414-403-8546

F 414-225-9785

E [jkuhn@sg-re.com](mailto:jkuhn@sg-re.com)



**OPPORTUNITY KNOCKS**



Relocate your business to...

# Spring City Commerce Center

This Business Park is in Tax Incremental Financing District #14. The TIF was just expanded to include *The Shoppes at Fox River*, anchored by Target and Pick 'n Save, and will total 400,000 sf of retail space upon completion.

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GREAT DEVELOPMENT/EXPANSION OPPORTUNITY

# SPRING CITY COMMERCE CENTER

NWQ OF SUNSET DRIVE & SENTRY AVENUE  
WAUKESHA, WISCONSIN

- 1.4 to 9 acre parcels divisible for your specific needs
- Centrally located with easy access to both I-94 and I-43
- New retail shopping and both Target and Pick N' Save
- Many nearby restaurants to attract and retain customers

CONTACT US TODAY TO DISCUSS YOUR RELOCATION:

**John Kuhn — 414.225.9700 or [jkuhn@sg-re.com](mailto:jkuhn@sg-re.com)**



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Would a 30% reduction in rent help your bottomline?



# WE THOUGHT SO.

Introducing Watertown Crossing—  
an alternative to high rent.

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GREAT LOW-COST OPPORTUNITY

# WATERTOWN CROSSING

20855 W. WATERTOWN ROAD  
BROOKFIELD, WI 53045



Watertown Crossing, located minutes off Interstate 94 at Goerke's Corners, features the perfect combination of private offices and open work space. This flexibly designed two-story office building provides easy access to both I-94 and Bluemound Road. There is also the opportunity for prominent sign exposure on the building façade, facing I-94, which is viewed by thousands of motorists each day.

- Only \$13.95 to \$15.95/SF Full Service Gross
- 2,000 to 22,000+ square feet available
- Great freeway exposure for building signage
- Ample parking and close to mass transit



TO LEARN MORE ABOUT WATERTOWN CROSSING, PLEASE CONTACT US TODAY:

**John Dulmes or Daniel Walsh — 414.225.9700**

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BRING ALL OFFERS

# MOTIVATED SELLER



The International Paper facility in Cedarburg is now for sale.

This is a *great opportunity* to relocate your business or make a sound real estate investment.

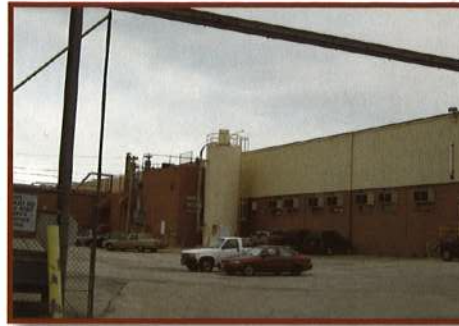
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GREAT PURCHASE OPPORTUNITY

# INTERNATIONAL PAPER

N143 W6049 PIONEER ROAD  
CEDARBURG, WI 53012



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PERMIT NO. 4389

**Property Description:**

- Approximately 201,000 square feet
- Constructed with a combination of brick and metal siding
- One drive-in door
- Five inside railroad doors
- Twenty docks (12 inside docks, 8 outside docks)
- Heavy power
- Height—between +/- 13' and 24' clear height

**Sale Information:**

- \$3,200,000 purchase price

CONTACT US TODAY TO ARRANGE A PRIVATE SHOWING:

**Bill Quinlivan or Brian Schroeder — 414.225.9700**

**Liron Melik (Studley) — 310.444.1033**

**Studley**

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# GREAT BUILDINGS, GREAT RETAIL SPACES, GREAT RATES!



## 342 N. WATER STREET

- 12,000 SF available, divisible
- Great freeway and street visibility
- Across from the Public Market!



## 153 N. MILWAUKEE ST.

- 2,200 SF to 5,300 SF available
- Gold LEED certified
- Join Club Charlie's, Kafevino, and 5 Hearts



## SOUTH WATER WORKS

- Historic Fifth Ward/Mixed use campus
- Gold LEED candidate
- 2,000 to 28,000 SF available
- High visibility, half-block from Alterra



## 244 N. BROADWAY

- At Broadway & Buffalo St.
- 2,200 to 3,300 SF available
- Kitty corner to Anthropologie



# FOUR UNIQUE RETAIL PROPERTIES READY FOR TENANTS & **READY TO DO DEALS NOW!**

- Lease rates from \$10.00 to \$18.00 NNN
- Flexible terms and conditions
- Tenant improvements negotiable

Call Marianne or Cory today to discuss what these premier properties can accomplish for you!



**Marianne Burish (414.270.4109) or Cory Sovine (414.270.4111)**



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