



CITY RDA

RACINE, WI 53402

Jay Hintze

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Our Interest In Serving You

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SVN | Hintze Commercial Real Estate is interested in becoming the City of Racine's real estate Brokerage Firm for the RDA.

Our company was founded on the belief that proactively cooperating and collaborating with the global commercial real estate community is the right thing to do for our clients and the best way to ensure maximum value for a property. We've expanded this ideology to include a Shared Value Network approach across all of our service lines, offices and the communities where our Advisors live and work.

As a former Mayor of the City of Glendale, Jay brings a unique perspective to a working relationship between the brokerage community and municipal government. Our thirteen Advisors have a broad background in all aspects of commercial real estate and will work with our lead Advisors to bring a successful outcome to all assignments from Racine's RCA.



Background Information

Jay Hintze of SVN-Hintze Commercial Real Estate spent his career working in various aspects of the real estate and the construction industry in the State of Wisconsin and provides a unique, seasoned approach to commercial real estate transactions. Jay served as Mayor of the City of Glendale for two consecutive terms and has been heavily involved in politics on a local and state level ever since. As Mayor, he spearheaded the re-development of the Bay Shore Mall – turning a declining shopping center into a vibrant, \$340 Million, regional shopping destination that is Bay Shore Town Center, Glendale, and is now working with current ownership on plans to revitalize the center with a different vision.

These experiences have given him a deep understanding of the entitlements process in Wisconsin. He still maintains a significant network of professionals in local government and the greater Southeastern Wisconsin business community. As Executive Director of SVN | Hintze Commercial Real Estate, Jay continues to provide a broad spectrum of commercial real estate brokerage and advisory services including site selection for Assisted Living Centers, Seniors Housing, Skilled Nursing, and property management. SVN-Hintze Commercial Real Estate represents many developers of Seniors Housing, all aspects of multi-family (section 8, section 42, & condos), and has access to business owners and operators.

SVN-Hintze Commercial Real Estate is a franchise, which is owned by Jay and his business partner, Wally Sauthoff. This Wisconsin franchise is part of a global network of 215 other SVN franchised offices. SVN has over 1,600 Brokers and in combination with our 11 brokers here in Wisconsin, gives us a sizable team of Brokers to assist Racine in advancing your development wishes.

Experience Summary

Over the course of the past 5 years SVN | Hintze Commercial Real Estate has been involved in Land, Multi-Family, Medical Office, Office, Industrial, Retail Strip Centers, Mixed Use-Office/Retail, Seniors Housing and Skilled Nursing.

SVN Hintze Commercial Real Estate has added 11 Advisors over the past 5 years which has given us the expertise to broker all product groups.

With the high cooperation within the SVN Network we can reach out to other offices to get the needed assistance on any product type if we ever felt we'd need the additional help in accomplishing our assignment with the Racine RDA. However, with Jay's experience, we are confident we can get the job done.



Local Experience

As the former Mayor of Glendale, WI from 2000 – 2006, Jay worked very closely with Glendale's Community Development Authority (CDA) of which he chaired. Glendale's CDA was charged with three TIF districts still in place. They then created a fourth, and subsequently a fifth, as he began the development process of the Bay Shore Mall.

Jay's experience in managing TIF's and creating TID's gives him a very unique background in working with the Racine RDA.

Jay's firm currently is the Broker for Micah Waters, Porter Furniture Realty, Inc., on his sale of the site at 301 6th Street and 608 Wisconsin Ave in Racine.

Both Jay and his partner, Dawn, have the interest and willingness to assist the Racine RDA to develop their properties and help revitalize the area. Jay and Dawn can find the multi-family, seniors housing and retail center developers, small and large businesses needed for Racine to take the city to the next level.

The SVN network along with the connections they already have in the southeastern Wisconsin gives Jay and Dawn the ability to reach out to all of the SVN offices across the country to broadcast your needs and find the developers/end users needed.

Examples Of Past Work

East Lake Towers

To get the listing for East Lake Towers, home of Columbia St Mary's Medical Office Building in Glendale, Jay reached out to the National SVN Medical Office Council Chair. His knowledge convinced our client that SVN had the expertise to handle this assignment and get the job done. Utilizing the SVN Network, we published the listing and received over 30 inquiries. Within 2 months we narrowed the leads down to a broker from New Jersey who had a buyer in Reno, Nevada and we closed 6 months later for \$32,500,000.



Example Of Past Work

Hwy 164 & Broadway-Waukesha

Our client, a senior's housing developer was looking for some land to create a 130-bed senior's housing facility. SVN | Hintze CRE was given the assignment to identify land and negotiate the acquisition. Although we successfully negotiated the transaction, there were many issues we needed to overcome. This site had issues as a non-registered fill site, road access issues with the municipality, and several church councils' issues. We navigated through them smoothly and got the job done.



Examples Of Past Work

Lexington Square

When Jay signed the Leasing Agreement, this building was at an occupancy rate of 43%. The building was in need of updates and had many maintenance issues. Because of the high vacancy rate the owners were unable to invest in the property. We were able to lease up the building to 93%. With the additional leases the ownership was able to afford some updates, as directed by Wally, Jay's managing partner, and as a result we were able to sell the asset for \$3,300,000.



Additional Services



The SVN team also can provide Property Management and Leasing services for any/all municipal buildings which the Racine RDA controls.

The Property Management services could be as simple as maintaining Common Areas or as extensive as contracting for RDA approved improvements, collection of rents and/or scheduling annual maintenance for HVAC and Fire Protection Systems.

We also have the staff that can lease vacancy's in all product groups.

Fee Schedule

A. Listing and Selling of Properties

Land: we will charge 8% for a direct sale and 10% if Co-Brokered

Properties: Valued at \$0-\$2,5 million – 6% and 7% if Co-Brokered
Valued at \$2.5 - \$6 million – 5% and 6% if Co-Brokered
Valued at \$6 - 10 million – 4% and 5% if Co-Brokered

B. Representing the RDA in purchasing properties

We will negotiate with seller ½ of the commission to their broker representative as paid by the Seller or if there is no Seller broker represented then ½ of the above percentages, as if we were a Co-Broke

C. For unsuccessful listing, the RDA will pay for the Signage used and Drone expense (if used)

D. SVN reserves the right of providing a Protected Buyer list for a period of six months for any listing SVN was unable to sell.

Marketing Approach

SVN Hintze Commercial Real Estate will market the properties given to us from the Racine RDA with an exclusive listing agreement in several formats and showcased on many different platforms.

All properties where the value is a minimum of \$1 million will be put on our Monday Morning Sales Call. This format gives us the ability to market the asset in front of the SVN Brokerage base of 1,600 Brokers and will then be put on YouTube the following week where any/all Brokers in the US will have access to the details of the listing.

SVN also has product councils which represent every major asset type: Office, Industrial, Land, Retail, Hospitality, etc. These councils are comprised of members of the 1,600 Advisors who specialize in specific product groups. Our marketing will include an email blast of the subject property assignment to the appropriate product council members. This email blast could be used to identify a specific asset for sale or it could be a request for assistance in finding a specific user for an assignment.

The national network gives our team of 13 Advisors an advantage in marketing for the Racine RDA.

We would also post your properties in other formats as well, including but not limited to, Co-Star, LoopNet, Crexi, Catalyst, and other subsidiary listing websites.

In addition, we would like to place signage in the front of each property. This will direct buyers to our website where we'll have a detailed description of each property listed.

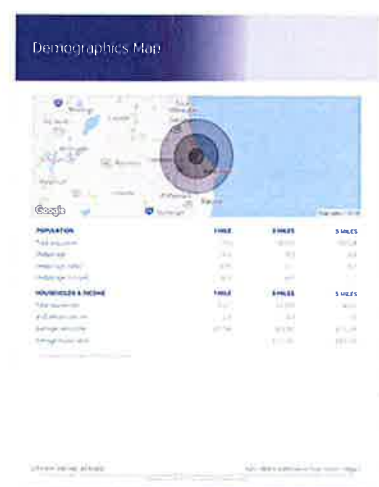
We use a targeted marketing approach as well. We identify who the best potential buyers/developers would be for each property and we reach out to them specifically via phone.

Sample - Marketing Packages



Marketing Packages

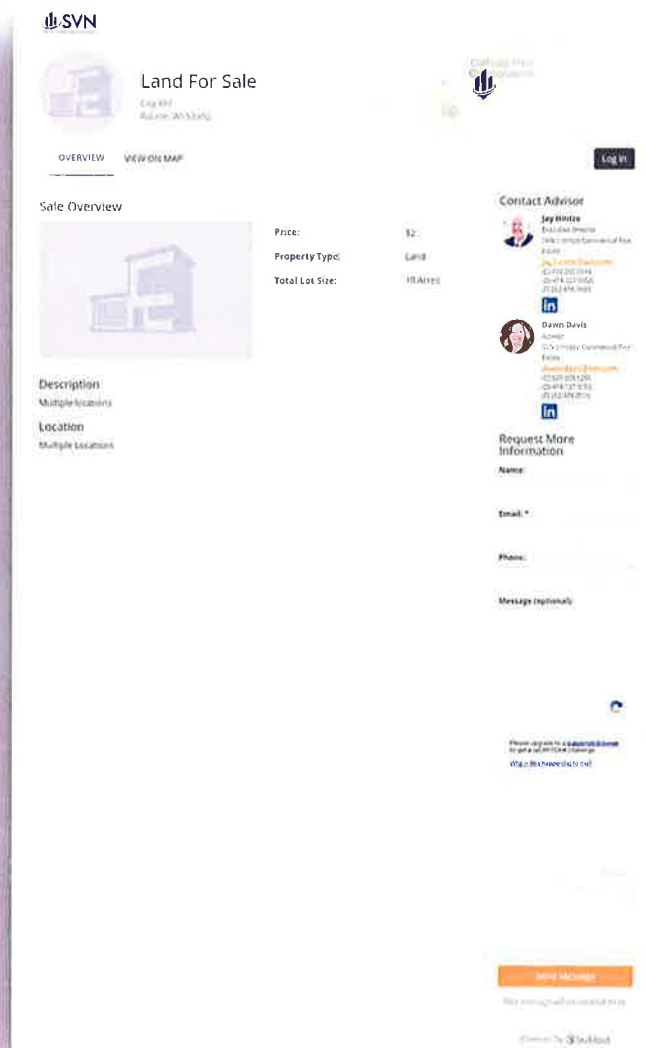
Our in-house marketing department creates a full-color Offering Memorandum. The Offering Memorandum contains all the comprehensive offering details and underwriting information necessary for interested investors to submit a qualified bid on the offering. The Offering Memorandum is distributed in hard-copy and digital format to a multitude of qualified investors.



Sample - Property Website

Property Website

We create an individual webpage for each institutional listing accessible from SVN | Hintze Commercial Real Estate. The website includes extensive property information including the offering summary, a high-resolution photo gallery, property attributes, interactive maps, area information, demographic information, a digital offering memorandum and brochure, and a downloadable confidentiality agreement.



Advisor Bio & Contact 1

JAY HINTZE

Executive Director

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PROFESSIONAL BACKGROUND

Jay Hintze has spent his career working in various aspects of the real estate and construction industry in the State of Wisconsin and provides a unique, seasoned approach to commercial real estate transactions.

Jay began his career in a management role in the construction wholesale industry and owned a pressurized vessel manufacturing and machining company.

Jay served as Mayor of the City of Glendale for two consecutive terms and has been heavily involved in politics on a local and state level ever since. As Mayor, Jay spearheaded the re-development of the Bay Shore Mall – turning a declining shopping center into the vibrant, \$340 Million, regional shopping destination that is Bay Shore Town Center, Glendale. These experiences have given Jay a deep understanding of the entitlement process in Wisconsin as well as a broad and deep ability to work through municipal red tape. Jay maintains a significant network of professionals in local government and the greater Southeastern Wisconsin business community.

Prior to forming SVN | Hintze Commercial Real Estate, Jay served as VP of Development for Heartland Development Group, Glendale, where he was responsible for site selection, acquisition, disposition, project entitlement, and project management. Heartland Development Group specialized in residential, multi-family, and retail development.

As Executive Director and Principal with SVN | Hintze Commercial Real Estate, Jay continues to provide a broad spectrum of commercial real estate brokerage and advisory services including site selection, senior housing, multi-family, lender REO properties, note sales, and property management.

EDUCATION

University of Wisconsin-Oshkosh

MEMBERSHIPS & AFFILIATIONS

SVN Elite Franchise Owner
SVN Presidents Sales Award Winner
Commercial Association of Realtors Wisconsin (CARW)
Wisconsin Health Care Association/Wisconsin Center for Assisted Living (WHCA/WICAL) Political Action Committee
Leading Age Wisconsin; Better Services for Better Aging-Business Member
Wisconsin Realtor Association (WRA)
National Association of Realtors (NAR)

Advisor Bio & Contact 2

DAWN DAVIS

Advisor

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PROFESSIONAL BACKGROUND

Dawn holds many exciting facets as an Associate Advisor with SVN Commercial Real Estate. Her Marketing degree and experience as a Business Owner, a Marketing Specialist, and a Retail Manager has allowed her to promote companies on various levels using multiple channels.

While Dawn has worked on different real estate transactions, her specialty is multi-family and senior living care facilities. She has an extensive 20 year history of being involved with Community Based Residential Facilities and Adult Family Homes. In addition, her sales portfolio includes multi-family buildings.

Dawn continues to conduct frequent market analysis and analyze reports, along with negotiating contracts. She's exceptional at identifying her client's needs, educating them on the current market conditions and optimizing satisfaction throughout all transactions.

EDUCATION

University of Wisconsin-Milwaukee - Marketing

MEMBERSHIPS & AFFILIATIONS

SVN Elite Advisor Group
Commercial Association of REALTORS Wisconsin (CARW)
Wisconsin REALTORS Association (WRA)
National Association of REALTORS (NAR)
Wisconsin Health Care Association (WHCA)
Wisconsin Commercial Real Estate Women - (WCREW) Committee Member
Wisconsin Assisted Living Association - (WALA) Committee Member
Commercial Association of REALTORS Wisconsin NextGen Member
Supporters of Excellence in Educational Development-(SEED) Board Member