

825 E. Sunrise Blvd. Fort Lauderdale, FL



PROPERTY DESCRIPTION: The Property comprises 28,362± SF of vacant land in the City of Fort Lauderdale. The site is located along the southwest corner of Sunrise Blvd. and NE 9th Ave. The southern half of the lot, abutting Sunrise Blvd., is currently zoned B-1, City of Fort Lauderdale. The northern half of the lot is currently zoned RMM-25, City of Fort Lauderdale. The parcel is located on East Sunrise Blvd, a major east west artery in the city of Fort Lauderdale.

Strengths

- Frontage and visibility on Sunrise Blvd.
- Close to Central Business Districts, Fort Lauderdale Beach, Las Olas Blvd. and Galleria Mall

Weaknesses

- Access is difficult due to high traffic congestion

PROPERTY OVERVIEW

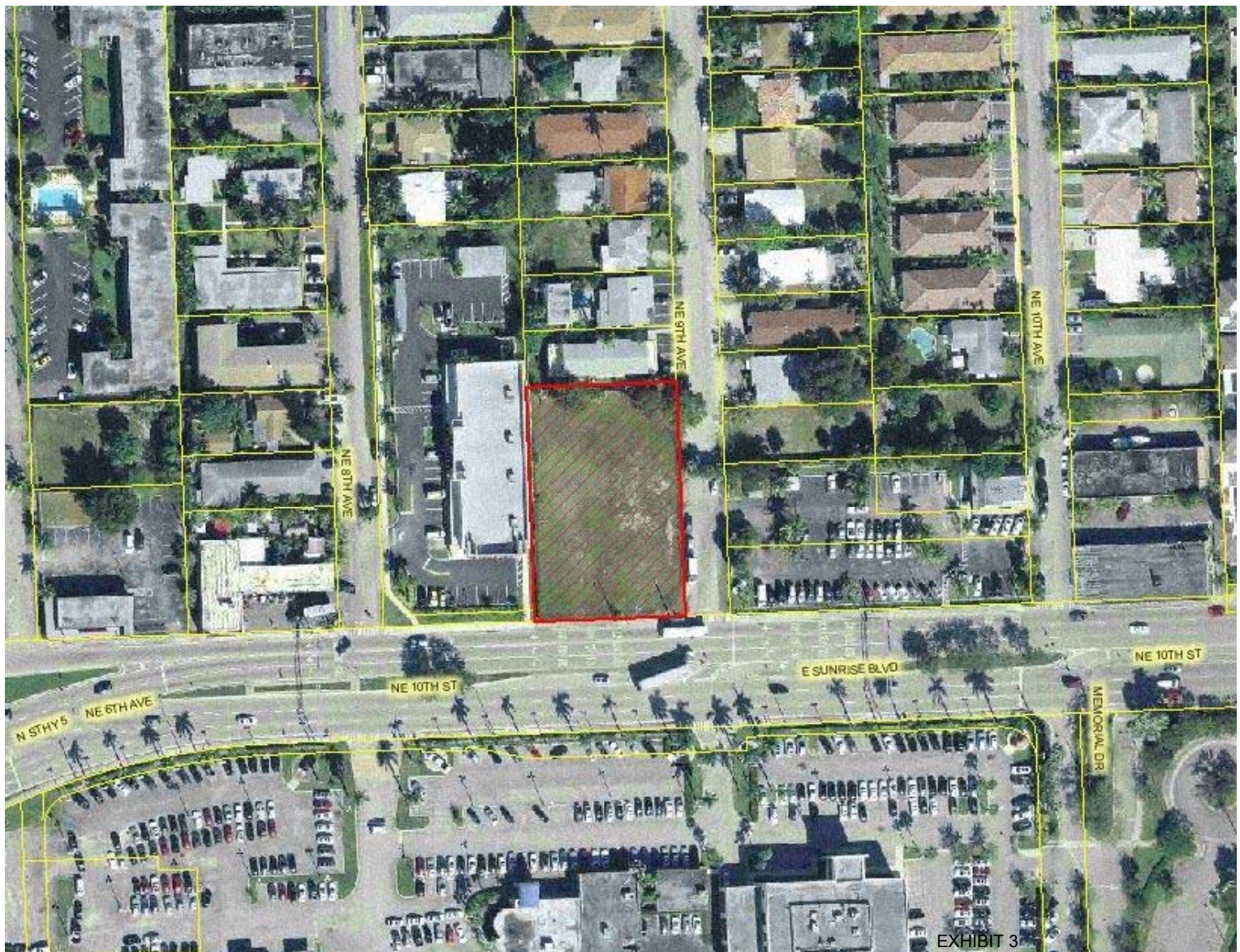


Addresses:	825 E. Sunrise Blvd. Fort Lauderdale, FL
Land Area:	±28,362 SF
Occupancy:	Delivered Vacant
Parking:	N/A
Zoning:	B-1 & RMM-25, City of Fort Lauderdale
Traffic Counts:	91,633
Unit Mix	N/A

This valuation analysis or broker opinion of value is not an appraisal and has not been performed in accordance with the Uniform Standards of Professional Appraisal Practice. Neither you, nor any third parties, may rely on this analysis for any tax purposes, estate work, litigation, lending or any other matter other than your direct use in connection with a contemplated transaction.

SALES COMPARABLES

	Address	Year Sold	Type	Square Feet	Price	Price/SF
1	1200 N Federal Hwy Fort Lauderdale, FL 33304	2013	Land	76,666	\$4,700,000	\$61.30
2	2975 N Federal Hwy Fort Lauderdale, FL 33306	2013	Land	50,630	\$2,340,000	\$46.22
3	299 N Federal Hwy Fort Lauderdale, FL 33301	2014	Land	33,541	\$3,950,000	\$117.76
4	929 NE 17th Way Fort Lauderdale, FL 33304	2014	Land	20,251	\$999,000	\$40.24





CONTACT

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EXHIBIT 3
CAM 15-0125
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MARKETING STRATEGY

Promotional Materials

Print & Digital Property Brochure

A professionally designed print brochure that can also be distributed online in a PDF version via websites and e-mail communications.



Direct Mail & E-mail Campaigns

Postcards and e-mails created in the same theme as our flyers, e-mailed to prospective tenants and brokers.

Property Signs

Property signs are placed on-site and made visible to passerby's .

Property Website & Virtual Tour

Customized web presence with SEO capabilities to highlight building features and offer detailed views, photos and property specific information.

CBRE.com & Social Media

CBRE's own website with over a million visitors each month. Utilize all forms of social media to include Facebook, Twitter, LinkedIn, Google+, etc.

Reporting

To keep the Ownership informed of all meaningful contacts or showings, we will prepare comprehensive marketing reports that clearly illustrate all marketing efforts. This monthly report will contain a summary of the number of prospects currently interested in the property, general feedback received and any trends which are developing in our marketing campaign.

MARKETING TIMELINE

6 WEEKS		5-6 WEEKS		2-3 WEEKS	4 WEEKS
STRATEGIC PLANNING AND UNDERWRITING <ul style="list-style-type: none"> Evaluate disposition requirements Update any comparable sales and competing offerings in the market Provide Broker Opinion of Value or Brokers Price Opinion Review and inspect the property and provide Owner with marketing options/strategies to sell the property Finalize marketing strategy Complete due diligence 		MARKETING <ul style="list-style-type: none"> Send eBlast with Offering Memorandum Place signage newspaper ads, flyers, website, online real estate services (Loopnet), multiple listing services (MLS) or other means deemed appropriate by the Owner Notice to bidders published in a county newspaper in which the property is located not less than once a week for three consecutive weeks, if applicable. 		BID ANALYSIS AND BUYER NOTIFICATION <ul style="list-style-type: none"> Bids are due, if applicable Analyze individual offers Interview top bidders Select primary and back-up offers Submit offers to Board of Trustees DSL contract execution after BOT approval 	CLOSING <ul style="list-style-type: none"> Monitor purchaser's commitment to closing Respond to all issues Finalize closing documents upon receipt of executed deed by the Board of Trustees of the Internal Improvement Trust Fund Closing
Reduce buyer's due diligence & potential for retrade		Creates competitive environment/limits buyer contingencies		Maximize Value	Seller controls terms of transaction
					Successful transition to new ownership

