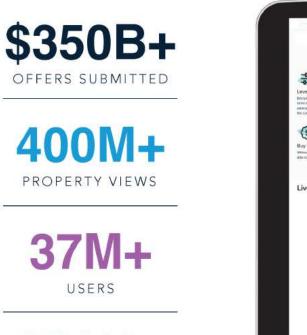


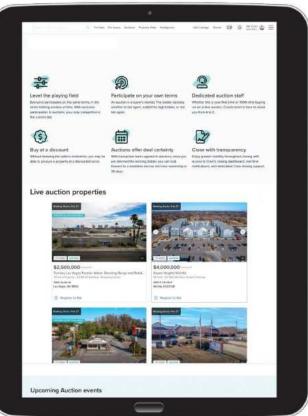
#### Commercial Real Estate Auctions

eXp Commercial offers access to a streamlined auction process designed to deliver qualified buyers, speed, and liquidity to commercial real estate sales.

Proprietary marketing techniques ensure a swift transition from listing to closing, with an average timeframe of just 75 days.



500K+



Randolph Taylor MBA, CCIM

630 474 6441 rtaylor@creconsult.net expcommercial.com



#### Auction Overview

Auction marketing effectively matches qualified buyers to your property, going from list to close in an average of only 75 days.

There are no additional seller fees to our listing agreement. The platform is 100% compensated by the buyer at the close of the escrow.



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#### Auction Timeline

List to Close in 75 days on average

MARKETING BEGINS	MARKETING PERIOD	BUYER OUTREACH	AUCTION	ESCROW	CLOSE OF ESCROW		
1:1 CSM Updates: Weekly Buyer Engagement Sessions							
	Ļ	Ļ	Ļ	Ļ	Ļ		
ROUGHLY 30+ DAYS PRIOR TO AUCTION	GO LIVE TO AUCTION DAY	THROUGH AUCTION EVENT START	OFFICIAL 2-DAY AUCTION	15-45 DAY CLOSE OF ESCROW	CONGRATULATIONS		
<ul> <li>MA signed</li> <li>Gather details and DD from client</li> <li>Preliminary Title/3rd Party Reports</li> <li>Create website listing page</li> <li>Photos</li> <li>Drone videos*</li> <li>Kick-off call and campaign setup</li> </ul>	<ul> <li>Launch multi-channel marketing &amp; performance advertising</li> <li>Measure and adjust tactics to push competitive buyer pool to auction</li> </ul>	<ul> <li>Behavior inspired &amp; machine matching precision targeting</li> <li>Leverage dashboard, performance updates and buyer feedback to maximize interest during auction</li> </ul>	<ul> <li>Collect buyer bids</li> <li>Identify winning buyer</li> <li>Contract backup bidders</li> <li>Collect EMD</li> <li>Open escrow</li> </ul>	<ul> <li>Share auction results with broker &amp; team</li> <li>Utilize Crexi's closing portal for buyer, seller, broker &amp; escrow interaction</li> </ul>	<ul> <li>Funds are dispersed</li> <li>Market success of the sale</li> </ul>		

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#### Qualified Leads

- On-Site Visibility Boosts
- CRE Paid and Organic Media
- Single Property Emails
- Nationwide Email Campaigns
- National Auction Event Emails
- On-Platform Property Display Ads
- Targeted Display Ads













Single Property Emails

Nationwide Email Campaigns National Auction Event Email On Platform Property Display Ads Targeted Display Ads\* CRE Paid and Organic Media\*

Randolph Taylor MBA, CCIM

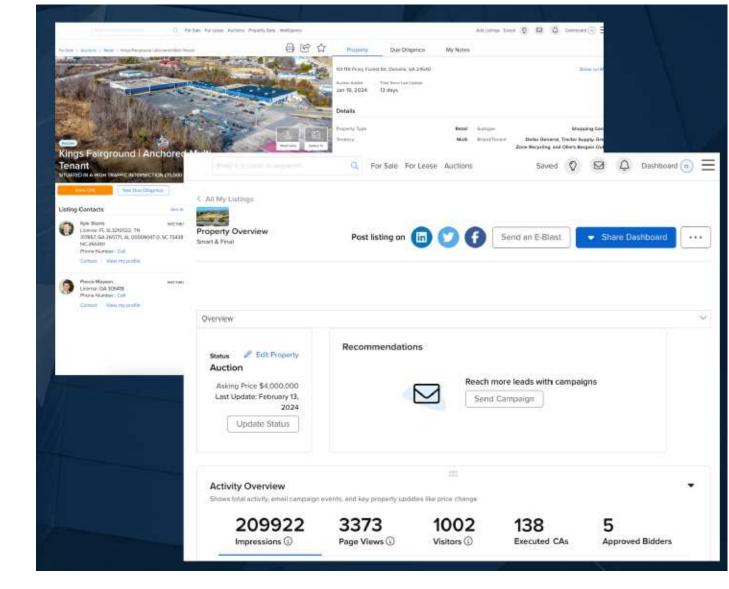
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#### Auction Benefits

- Targeted marketing
- Secure due diligence vault
- Lead generation and real-time bidding
- Pre-qualified buyers & non-contingent offers
- Secure, shared due diligence vault
- Full transaction visibility
- Organized checklists
- Clear timelines and performance reporting



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Performance with Retail Disposition

\* Top # is #of Listings, Bottom # is # of Unique Visitors (as of January 2024) )

\$526B+	77M+	21M+	↑19% YoY
TOTAL PROPERTY VALUE	TOTAL PROPERTY VIEWS	TOTAL LEADS GENERATED	INCREASE IN BUY ACTIONS

## Retail Properties

- \$526B+ TOTAL PROPERTY VALUE
- 77M+ TOTAL PROPERTY VIEWS
- 21M+ TOTAL LEADS GENERATED
- 19% YoY INCREASE IN BUY ACTIONS





Performance with Office Disposition

\* Top # is #of Listings, Bottom # is # of Unique Visitors (as of January 2024)



## Office Properties

- \$190B+ TOTAL PROPERTY VALUE
- 20M+ TOTAL PROPERTY VIEWS
- 4.9M+ TOTAL LEADS GENERATED
- 8% YoY INCREASE IN BUY ACTIONS





Performance with Industrial Disposition

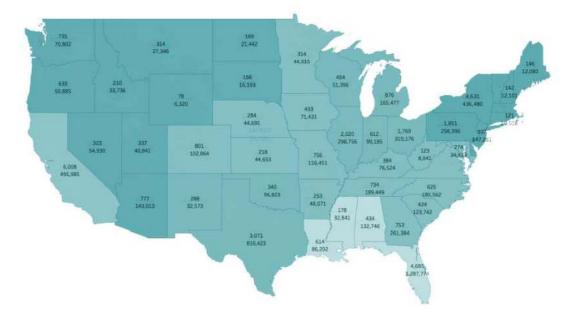
\* Each State's Top #: # of listings in that state; Bottom #: # of unique visitors (as of January 2023)



## Industrial Proprties

- \$164B+ TOTAL PROPERTY VALUE
- 21M+ TOTAL PROPERTY VIEWS
- 5.2M+ TOTAL LEADS GENERATED
- 27% YoY INCREASE IN BUY ACTIONS





Performance with Multifamily Disposition

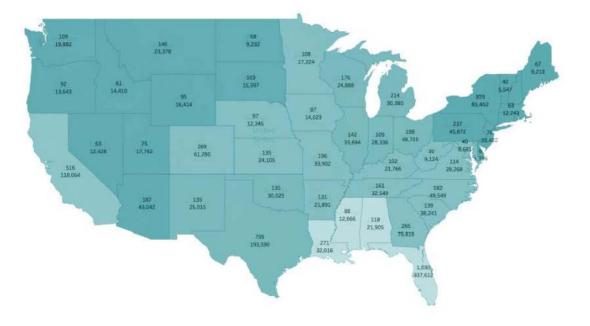
\* Top # is #of Listings, Bottom # is # of Unique Visitors (as of January 2024)



## Multifamily Properties

- \$184B+ TOTAL PROPERTY VALUE
- 40M+ TOTAL PROPERTY VIEWS
- 10.7M+ TOTAL LEADS GENERATED
- 25% YoY INCREASE IN BUY ACTIONS





Performance with Hospitality Disposition

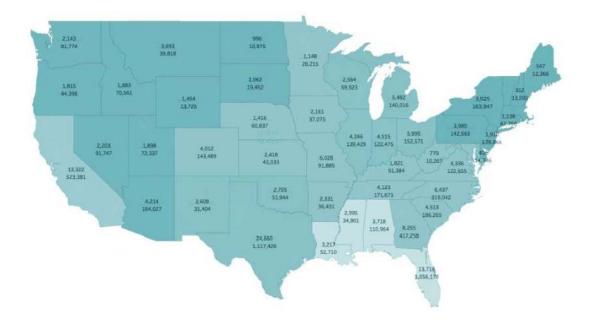
\* Top # is #of Listings, Bottom # is # of Unique Visitors (as of January 2024)



## Hospitality Properties

- \$53B+ TOTAL PROPERTY VALUE
- 11M+ TOTAL PROPERTY VIEWS
- 2.3M+ TOTAL LEADS GENERATED
- 48% YoY INCREASE IN BUY ACTIONS





Performance with Land Disposition

\* Top # is #of Listings, Bottom # is # of Unique Visitors (as of January 2024)



#### Land

- \$370B+ TOTAL PROPERTY VALUE
- 36M+ TOTAL PROPERTY VIEWS
- 8.5M+ TOTAL LEADS GENERATED
- 24% YoY INCREASE IN BUY ACTIONS



#### About eXp Commercial

Our commercial real estate advisors combine decades of experience with innovative technology to help purchase, lease, develop, invest and manage all types of real estate assets to meet their clients' unique needs across U.S. markets. As a subsidiary of eXp World Holdings, we have nearly 90,000 colleagues closing real estate deals in more than 24 countries across the globe, all powered by a multi-billion dollar publicly traded holding company.

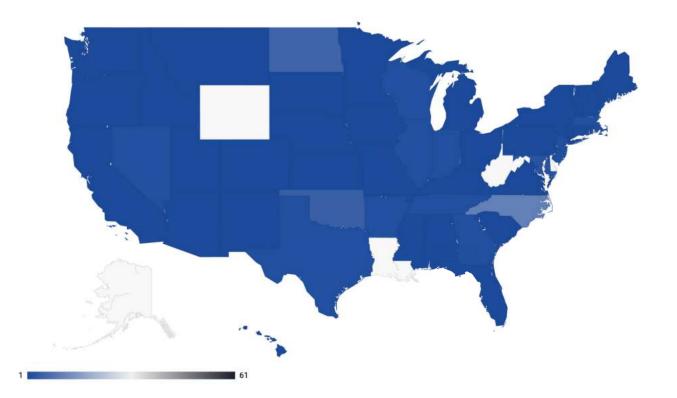
# Nasdaq

Being independently owned provides our clients the best of both worlds: the attention and support of local expertise powered by the resources of a global brand.



#### Market Leader

In 2023, eXp Commercial sold over \$1.2 billion in transactions, representing more than 2,000 units across the country. We closed deals in major U.S. cities and the small towns that connect them, proving our comprehensive knowledge of any market.



- 700+ commercial advisors in the U.S.
- Closed Commercial Volume: \$1.2B
- Number of Transactions: 2,000+



### eXp's Global Presence

eXp Realty is a global brokerage that has been transforming the real estate industry for more than 10 years. Real estate professionals in more than 20 countries are brokered with eXp, providing investors with valuable global insights.





### Your Broker



#### Randolph Taylor MBA, CCIM 630 474 6441 rtaylor@creconsult.net expcommercial.com

Randolph Taylor, MBA, CCIM, is a commercial real estate broker with eXp Commercial in Chicago. Randolph has over 26 years of commercial real estate experience, including corporate real estate,