

The Market ICI World Network

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HAVE SHEET...USE HEADINGS WHERE APPLICABLE

(Blank for you to photocopy, fill in and delegate.)

Photo copy this form. Place them in a legal size file folder in your briefcase. This is like a pilot's checklist for a broker. Enter the info on the Internet. Fill in the blanks in pen and fax it. No cover sheet required. Any headings not filled in will not appear. If there isn't enough room for "Comments/Sizzle" write your information anywhere and refer to it. Faxed ads \$5 each. Unlimited Free Ads when you place them on the Internet yourself. Go to <http://www.iciworld.com>. Click on Log In, Click on Add/Have/Want Fill in the blanks. Send the form. It is instantly on the Internet for the world to see and it also gets circulated to 200+ other major different Email List Services and more including! You can also place your own Email, Home Page links under My Record. They will automatically be placed in every have/Want Message/Listing. You can also place link to photos, Chamber of Commerce's, Economic Development Agencies and more, absolutely free! It helps to sell the location of your properties. See the videos, ask for assistance.

Subject: It should contain at the very least four ingredients: Area, Type, Price and/or Size and Sizzle. Area means general city or area not the address. Short forms where necessary are M-Million ie: \$1.75M, sf for square feet ie: 2,400sf, K for thousand ie: \$375K, Ac.- acres, NOI- net operating income. Sizzle means what is so good about your property? Why should anyone buy it? Please be aware it is the subject line that is circulated around the world and locally in many different ways. If it is incomplete, vague or missing information many people are just too busy to follow up on things

Enter your subject here: _____
(160 characters It is this subject line that must trigger the initial interest and eventual contact to you.)

Type:

Location:

Price:

Size:

Building Area Square Foot:

Site Area:

Zoning:

Gross Operating Income:

Expenses:

Net Operating Income:

Cap Rate:

Loans:

Equity:

Comments/Sizzle:

Owner/Client Data Please circle the wording that best applies to your client. Key word searches are done on these words.

Client Type: Maximum of Two - Investment Broker, Passive Investor, Active Investor, Fixer/Handy, Builder/Developer, Speculator/Thief, Institutional Investor, lender-Private, lender-Institutional, User/Manager, Subdivider, Site Finder, Financier, Trader/Pyramidor, Redeveloper/Rehaber

Client Situation: Maximum of Four - Need cash, Need income, Off management, Off negative cash flow, Off balloon, Geographical, Entity dissolution, Need profits, Need out of real estate, Too much inventory, Lost tax benefits, Need new loan, New opportunity, Partners disagree, Health, No real problem, Power of Sale, Mortgage Foreclosure.

Objective: Maximum of Four - Taking Profit, Pyramid/Cap. gain, More Shelter, Trade Up, Recog. Value, Consolidate, Opportunity, Retire/Passive, Spend Talent, To Acquire, Increase Flow, Convert to Paper, Change Benefits

Motivation Rating: Use one only - Will pay to get out, "0" equity if off loans, Desperate to save equity, Impending event coming, Take equal equity almost anywhere, Trade all equity for objective, Take part equity, Part paper/cash, Will only take perfect transaction, All cash at retail, Testing market for Suckers

Client Will: Use any - Add Cash, Add Payments (or paper), Add Property, Exchange Portion, Take Problem, Partner w/others, Manage, Move Loan(s) With, Keep & Create Against, LseBck/Guarantee Income, Discount/Buyback Option, Pay Fee Out of Pocket, Provide Finan. Stmt., Supply Lender \$, Take back mortgage

Wants: Maximum of two - Cash, Paper, Cash and Paper, Multi-family, Office Building, Retail Commercial, Ind/Research & Dev., Income Combination, Mobile Home/Rv/Mini-Storage, Hotel/Motel/Resort, Agricultural Property, Residential Lots/Development land, Retail Development Land, Office/Business park land, Ind/Research & Dev. land, Premature/Currency land, Home(s), Second Home/Timeshare/membership, Business Opportunity, Rights (Mineral/Lshld/Geographic), Non-R.E. (personal prop/securities)

Explain Client's Motivation:

Broker's Recommendations to Transaction:

Explain any time Factors of "Drop Dead" Dates:

Control: Owner, Partner, Exclusive Listing, Buyer's Broker, Open Listing, Regular Client, Thru Other Broker, Know About, MLS

Contact:

INTERNET LINKS: Email address _____ Home Page _____ Photo(s) _____

We link them for you or you can do it, link every ad to your Email, Home Page, Photos and more. If you are not receiving calls call us now. There are things that could or should be done including modifying your information every 30 days to keep it up to date receiving the latest hits and circulating to the industry in many ways.

One of the largest communities of people dealing in commercial real estate in the world today.

Deals are being done just by modifying a listing and sending it. People who have just subscribed may have never seen your listing! If your listing is at the bottom of the database people get too busy to even read it. Modify your listings every 30-45 days for best results!