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## I. PROPERTY OVERVIEW

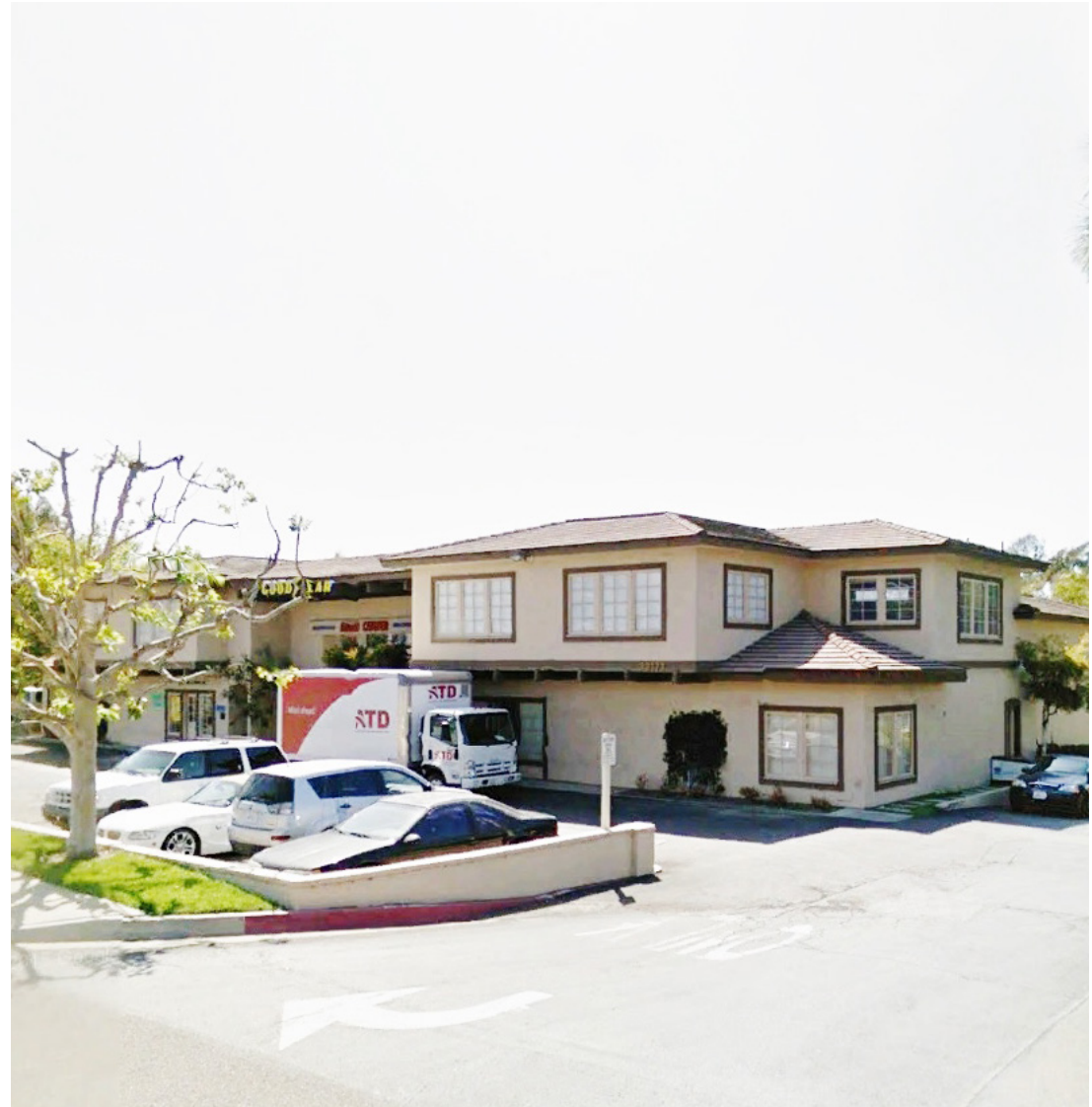
- » Property Photos
- » Plat Map & Aerial View
- » Area Map
- » Property Strengths / Details

## II. MARKET APPROACH TO VALUE

## III. MARKET SUMMARY

- » Recently Sold Comparables
- » Comparable Properties Available for Sale

## IV. COMPREHENSIVE MARKETING STRATEGY





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# SECTION I

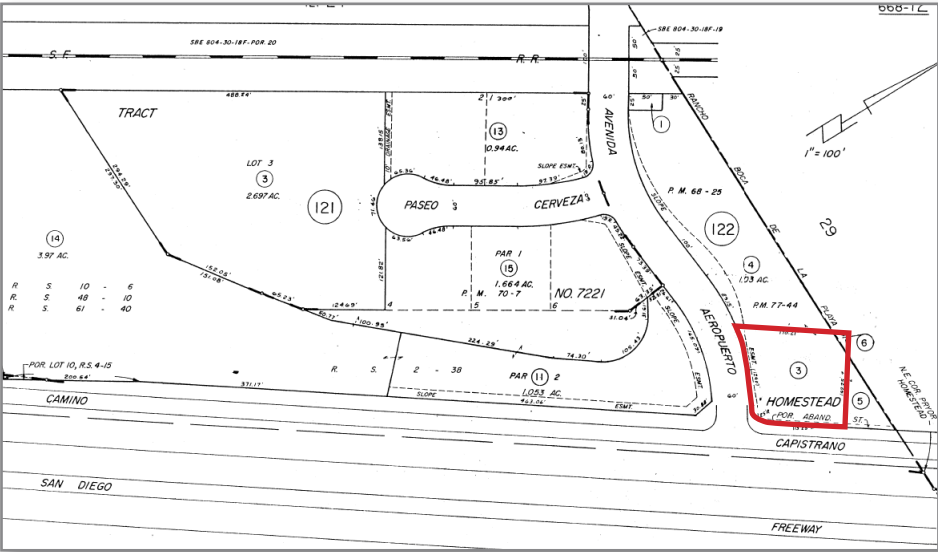
## PROPERTY OVERVIEW

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# PROPERTY PHOTOS



# PLAT MAP & AERIAL VIEW





## PROPERTY STRENGTHS / DETAILS

33171 Camino Capistrano is a ±6,900 square foot flex/automotive repair building located in San Juan Capistrano. The subject property fronts the I-5 Freeway, which is traveled by approximately 220,000 cars per day. This building is perfectly located along Camino Capistrano, which is home to many large automotive dealerships including: Nissan, Honda, Toyota, Ford, Chrysler and Volkswagen. This building is in the perfect location for a well-established automotive repair company who can take advantage of all the nearby traffic.



### PROPERTY DETAILS

Year Built:	1986	
APN:	668-122-03	
Building Size:	±6,900 Sq. Ft.	
Automotive:	±5,500 Sq. Ft.	
Office:	±1,400 Sq. Ft.	
Land Area:	±0.46 Acres	
Parking:	±30 Spaces	
Zoning:	CM - Commercial Mfg.	
Ground Level Doors:	Four (4)	
Demographics:	1-mile	3-miles
Population:	11,398	93,609
Average HH Income:	\$68,912	\$85,557

Permitted Uses	Conditional Uses
Adult-oriented business	Automobile service stations
Ambulance Services	Bed and breakfast
Automobile Parts and Supply stores and service uses	Cabarets and nightclubs
Broadcasting Studios	Car wash
Clubs and lodges (private)	Cemeteries
Compounding, processing, packaging, and treatment of products	Child day care centers
Dancing and live entertainment	Church, religious, or fraternal
Eating and drinking establishments	Collection and recycling of paper, glass, and other materials
Financial services uses	Drive-through facilities
Fortunetelling	Game machines (more than 3)
Manufacturing, assembly, testing, repair, and research on components, devices, equipment, and systems of an electrical, electronic, or electromechanical nature	Hospitals
Manufacturing and assembly of retail and wholesale items to a finished product	Hotels
Medical and dental offices	Mining oil drilling, and other resource extraction
Motels	Mortuaries
Nurseries, greenhouses, and plant storage (resale and wholesale)	Nonprofit medical clinics
office (general)	Pottery and ceramics manufacture
Offices (large)	Radio and television towers and installations, radar installations, microwave relay stations, and cellular towers and installations (commercial)
Parking lots (commercial and public)	Recreational uses (requiring outdoor facilities)
Public buildings and facilities	Recreation and leisure uses (not requiring outdoor facilities)
Publishing and bookbinding	Recreational vehicle and automobile storage
Recycling facilities	Retail sales of carpeting, furniture, and home appliances
Repair uses and activities- Includes vehicle repairs and boat maintenance repairs	Secondhand stores
Research and development	Vehicle storage
Schools (business, vocational, and professional schools requiring outdoor facilities)	Veterinary offices and clinics
Service uses	
Storage and display	
Upholstering shops	
Vehicle sales, rental, and leasing uses	
Warehousing, storage, and transfer uses	
Wholesaling of products	





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## SECTION II

### MARKET APPROACH TO VALUE

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# PROPOSED ENGAGEMENT TERMS

## SUMMARY

After researching the Orange County retail automotive market and surrounding areas for recently sold and currently available buildings, the below average range of values reflects our opinion of pricing for what an owner/user would purchase the subject property for.

**Suggested Sales Price: \$5,175,000 to \$5,520,000**

**Suggested Sales Price/SF: \$750.00 to \$800.00**

## RECENTLY SOLD PROPERTIES

There were six (6) comparable properties sold within the last two (2) years. The sales prices range from \$291 to \$1,399 per square foot. The average sales price for all six (6) buildings was approximately \$741 per square foot.

## AVAILABLE PROPERTIES FOR SALE

Currently there are four (4) comparable properties available for sale. The prices of available buildings range from \$455 to \$572 per square foot. The average price for all four (4) buildings is approximately \$524 per square foot.



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# SECTION III

## MARKET SUMMARY

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## RECENTLY SOLD COMPARABLES

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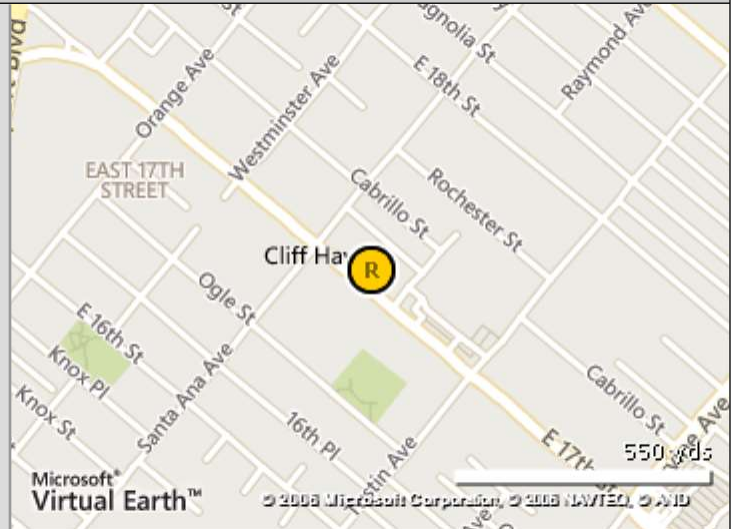
# 322 E 17th St - Big O Tires

**SOLD**

1

Costa Mesa, CA 92627

Sale on 6/30/2015 for \$2,500,000 (\$714.29/SF) - Research Complete  
3,500 SF Retail Auto Repair Building Built in 1969



### Transaction Details

ID: 3341085

Sale Date:	<b>06/30/2015</b>	Sale Type:	-
Escrow Length:	-	Bldg Type:	<b>Retail - Auto Repair</b>
Sale Price:	<b>\$2,500,000-Full Value</b>	Year Built/Age:	<b>Built in 1969 Age: 46</b>
Asking Price:	-	GLA:	<b>3,500 SF</b>
Price/SF:	<b>\$714.29</b>	Land Area:	<b>0.25 AC (10,751 SF)</b>
Price/SF Land Gross:	<b>\$232.54</b>		
Percent Leased:	<b>100.0%</b>	Percent Improved:	<b>31.1%</b>
Tenancy:	<b>Single</b>	Total Value Assessed:	<b>\$250,766 in 2014</b>
Transfer Tax:	<b>\$2,750</b>	Improved Value Assessed:	<b>\$77,908</b>
		Land Value Assessed:	<b>\$172,858</b>
		Land Assessed/SF:	<b>\$16.00</b>

No. of Tenants: 1  
 Tenants at time of sale: **Big O Tires**  
 Financing: **Down payment of \$2,500,000.00 (100.0%)**  
 Legal Desc: **Lots 8 & 9 trt 659 bk 25 pg 35**  
 Parcel No: **425-011-04**  
 Document No: **0341373**  
 Sale History: **Sold on 6/30/2015**  
**Sold for \$2,500,000 (\$714.29/SF) on 6/30/2015**

### Transaction Notes

The parties involved were not at liberty to disclose any of the vital data or were unable to be contacted. All information is based on recorded documents and County Assessor records.

**322 E 17th St - Big O Tires****SOLD**

3,500 SF Retail Auto Repair Building Built in 1969 (con't)

**Current Retail Information**

ID: 9052679

Property Type:	<b>Retail - Auto Repair</b>	GLA:	<b>3,500 SF</b>
Center:	<b>Big O Tires</b>	Total Avail:	<b>0 SF</b>
Bldg Status:	<b>Built in 1969</b>	% Leased:	<b>100.0%</b>
Owner Type:	<b>Individual</b>	Bldg Vacant:	<b>0 SF</b>
Zoning:	<b>C1</b>	Land Area:	<b>10,751 SF</b>
Owner Occupied:	<b>No</b>	Lot Dimensions:	<b>-</b>
		Building FAR:	<b>0.33</b>
Rent/SF/mo:	<b>-</b>	No. of Stores:	<b>-</b>
CAM:	<b>-</b>		
Street Frontage:	<b>100 feet on E 17th St</b>		
Expenses:	<b>2014 Tax @ \$0.93/sf</b>		

**Location Information**

Metro Market: **Orange County (California)**  
 Submarket: **Airport Area/Costa Mesa**  
 County: **Orange**  
 CBSA: **Anaheim-Santa Ana-Irvine, CA**  
 CSA: **Los Angeles-Long Beach, CA**  
 DMA: **Los Angeles, CA-NV**

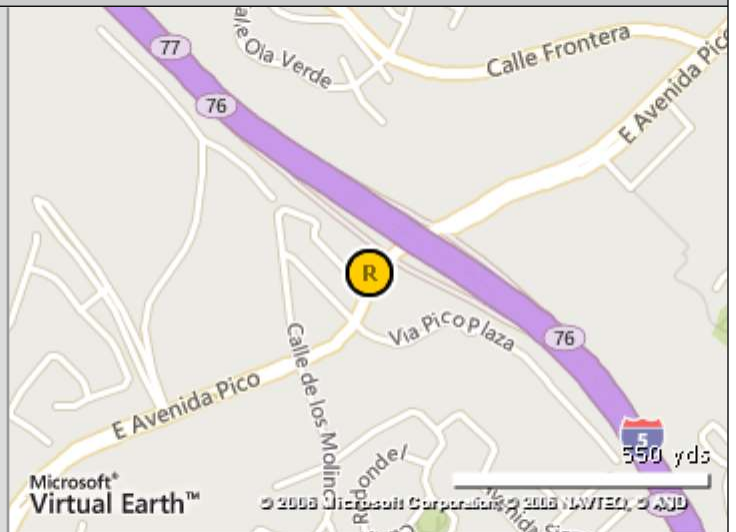
2

### 525 E Avenida Pico - Valvoline

**SOLD**

San Clemente, CA 92672

Sale on 5/19/2014 for \$2,300,000 (\$990.53/SF) - Research Complete  
2,322 SF Retail Auto Repair Building Built in 1964



#### Transaction Details

ID: 3036656

Sale Date:	<b>05/19/2014</b>	Sale Type:	<b>Owner/User</b>
Escrow Length:	-	Bldg Type:	<b>Retail - Auto Repair</b>
Sale Price:	<b>\$2,300,000-Confirmed</b>	Year Built/Age:	<b>Built in 1964 Age: 50</b>
Asking Price:	-	GLA:	<b>2,322 SF</b>
Price/SF:	<b>\$990.53</b>	Land Area:	<b>0.34 AC (14,662 SF)</b>
Price/SF Land Gross:	<b>\$156.86</b>		
Percent Leased:	<b>100.0%</b>	Percent Improved:	<b>18.7%</b>
Tenancy:	<b>Single</b>	Total Value Assessed:	<b>\$1,752,260 in 2013</b>
Sale Conditions:	<b>Exercise of Option, Purchase By Tenant</b>	Improved Value Assessed:	<b>\$328,169</b>
		Land Value Assessed:	<b>\$1,424,091</b>
		Land Assessed/SF:	<b>\$97.00</b>
No. of Tenants:	<b>1</b>		
Tenants at time of sale:	<b>Valvoline Instant Oil Change</b>		
Financing:	<b>Down payment of \$2,300,000.00 (100.0%)</b>		
Legal Desc:	<b>lots 17,18 and por lots 16,19,21 trt 899 bk 28 pgs 11</b>		
Parcel No:	<b>057-012-20</b>		
Document No:	<b>0191952</b>		
Sale History:	<b>Sold for \$2,300,000 (\$990.53/SF) on 5/19/2014</b>		
	<b>Sold for \$519,500 (\$223.73/SF) on 6/18/2002</b>		

#### Transaction Notes

**525 E Avenida Pico - Valvoline****SOLD**

2,322 SF Retail Auto Repair Building Built in 1964 (con't)

**Current Retail Information**

ID: 4394923

Property Type:	<b>Retail - Auto Repair</b>	GLA:	<b>2,322 SF</b>
Center:	<b>Valvoline</b>	Total Avail:	<b>0 SF</b>
Bldg Status:	<b>Built in 1964</b>	% Leased:	<b>100.0%</b>
Owner Type:	<b>Developer/Owner-RGNL</b>	Bldg Vacant:	<b>0 SF</b>
Zoning:	<b>C2, San Clemente</b>	Land Area:	<b>14,662 SF</b>
Owner Occupied:	<b>Yes</b>	Lot Dimensions:	<b>-</b>
		Building FAR:	<b>0.16</b>
Rent/SF/mo:	<b>-</b>	No. of Stores:	<b>-</b>
CAM:	<b>-</b>		
Expenses:	<b>2014 Tax @ \$7.68/sf</b>		
Parking:	<b>13 Surface Spaces are available</b>		

**Location Information**

Metro Market:	<b>Orange County (California)</b>
Submarket:	<b>South County/San Juan Cap/S Clemente/D</b>
County:	<b>Orange</b>
CBSA:	<b>Anaheim-Santa Ana-Irvine, CA</b>
CSA:	<b>Los Angeles-Long Beach, CA</b>
DMA:	<b>Los Angeles, CA-NV</b>
Map(Page):	<b>Thomas Bros. Guide 993-B7</b>

**Property Notes**

Located just off the 5-Freeway exit on East Avenida Pico in San Clemente, California, home to many Golf Club resorts, the famous San Onofre State Beach and Nuclear Power Plant, the NAVY training center and highend resort living. The site is located adjacent to Denny's, across the street from a gas station and convenience store and up the street from Staples, Del Taco, Fast Signs, and the 99-Cent Store. Population in the local area has grown by over 18 percent since 2000 and is projected to grow another 4 percent in the next five years.



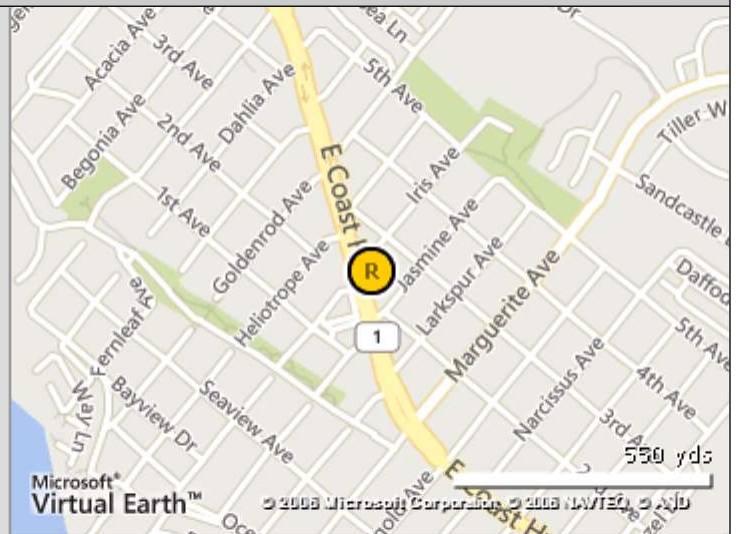
### 3000 E Coast Hwy

**SOLD**

3

Newport Beach, CA 92625

Sale on 3/13/2015 for \$3,500,000 (\$1,399.44/SF) - Research Complete  
2,501 SF Retail Auto Repair Building Built in 1974



#### Transaction Details

ID: 3287679

Sale Date:	<b>03/13/2015</b>	Sale Type:	-
Escrow Length:	-	Bldg Type:	<b>Retail - Auto Repair</b>
Sale Price:	<b>\$3,500,000-Confirmed</b>	Year Built/Age:	<b>Built in 1974 Age: 41</b>
Asking Price:	-	GLA:	<b>2,501 SF</b>
Price/SF:	<b>\$1,399.44</b>	Land Area:	<b>0.22 AC (9,531 SF)</b>
Price/SF Land Gross:	<b>\$367.23</b>		
Percent Leased:	<b>100.0%</b>	Percent Improved:	<b>7.7%</b>
Tenancy:	<b>Single</b>	Total Value Assessed:	<b>\$2,841,634 in 2014</b>
Sale Conditions:	<b>Purchase By Tenant</b>	Improved Value Assessed:	<b>\$218,584</b>
Transfer Tax:	<b>\$3,850</b>	Land Value Assessed:	<b>\$2,623,050</b>
		Land Assessed/SF:	<b>\$275.00</b>
No. of Tenants:	<b>1</b>		
Tenants at time of sale:	<b>Tire Masters</b>		
Financing:	<b>Down payment of \$303,928.00 (8.7%) \$1,775,500.00 from Prime Alliance Bk \$1,420,572.00 from Security National Life Insurance Company</b>		
Legal Desc:	<b>TR 323 LOT 1 BLK P AND POR LOT 2 BLK P</b>		
Parcel No:	<b>459-186-01</b>		
Document No:	<b>0132030</b>		
Sale History:	<b>Sold for \$3,500,000 (\$1,399.44/SF) on 3/13/2015 Sold on 5/1/2007</b>		

#### Transaction Notes

**3000 E Coast Hwy****SOLD**

2,501 SF Retail Auto Repair Building Built in 1974 (con't)

**Current Retail Information**

ID: 5826870

Property Type:	<b>Retail - Auto Repair</b>	GLA:	<b>2,501 SF</b>
Center:	-	Total Avail:	<b>0 SF</b>
Bldg Status:	<b>Built in 1974</b>	% Leased:	<b>100.0%</b>
Owner Type:	<b>Individual</b>	Bldg Vacant:	<b>0 SF</b>
Zoning:	-	Land Area:	<b>9,531 SF</b>
Owner Occupied:	<b>No</b>	Lot Dimensions:	-
		Building FAR:	<b>0.26</b>
Rent/SF/mo:	-	No. of Stores:	-
CAM:	-		
Street Frontage:	<b>47 feet on Iris Ave 51 feet on Coast Hwy</b>		
Expenses:	<b>2014 Tax @ \$12.08/sf</b>		
Parking:	<b>11 free Surface Spaces are available</b>		
Features:	<b>Bus Line, Signage</b>		

**Location Information**

Metro Market: **Orange County (California)**  
 Submarket: **Airport Area/Newport Beach**  
 County: **Orange**  
 CBSA: **Anaheim-Santa Ana-Irvine, CA**  
 CSA: **Los Angeles-Long Beach, CA**  
 DMA: **Los Angeles, CA-NV**

**Property Notes**

The building has a second floor used as a storage area. This space, however, will be converted into office space.

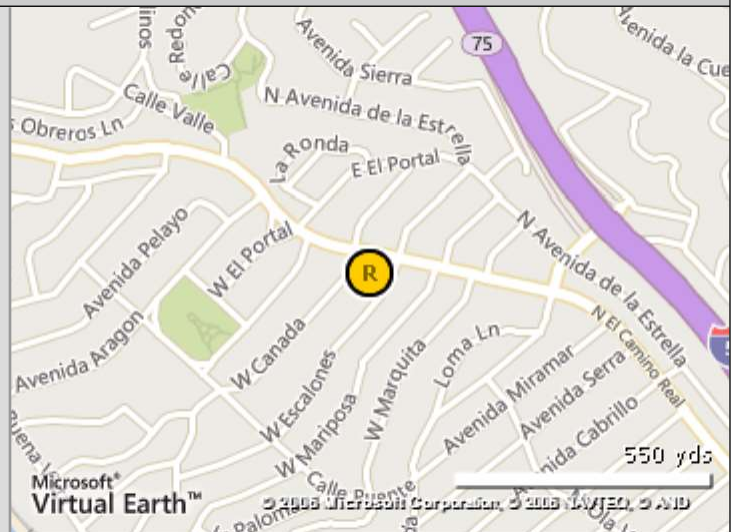
# 822-824 N El Camino Real

**SOLD**

4

San Clemente, CA 92672

Sale on 1/8/2014 for \$858,000 (\$291.14/SF) - Research Complete  
2,947 SF Retail Auto Dealership Building Built in 1962



### Transaction Details

ID: 2938861

Sale Date:	<b>01/08/2014</b>	Sale Type:	<b>Investment</b>
Escrow Length:	-	Bldg Type:	<b>Retail - Auto Dealership</b>
Sale Price:	<b>\$858,000-Full Value</b>	Year Built/Age:	<b>Built in 1962 Age: 52</b>
Asking Price:	-	GLA:	<b>2,947 SF</b>
Price/SF:	<b>\$291.14</b>	Land Area:	<b>0.28 AC (11,979 SF)</b>
Price/SF Land Gross:	<b>\$71.63</b>		
Percent Leased:	<b>100.0%</b>	Percent Improved:	<b>17.2%</b>
Tenancy:	<b>Multi</b>	Total Value Assessed:	<b>\$713,391 in 2012</b>
		Improved Value Assessed:	<b>\$122,363</b>
		Land Value Assessed:	<b>\$591,028</b>
		Land Assessed/SF:	<b>\$49.00</b>

Financing: **Down payment of \$200,000.00 (23.3%)  
\$658,000.00 from Seller**

Legal Desc: **TR 793 LOTS 1,2&3 BLK 13**

Parcel No: **058-051-71**

Document No: **0007932**

Sale History: **Sold for \$858,000 (\$291.14/SF) on 1/8/2014  
Sold for \$583,000 (\$197.83/SF) on 11/10/1999  
Sold for \$450,000 (\$152.70/SF) on 3/3/1993**

### Transaction Notes

822-824 N. El Camino Real in San Clemente, CA sold on 1/8/14 from The Lindorf Partnership to Reza S. Pory for \$858,000. Information regarding the sale obtained through recorded documents and county assessor records.

**822-824 N El Camino Real****SOLD**

2,947 SF Retail Auto Dealership Building Built in 1962 (con't)

**Current Retail Information**

ID: 4242905

Property Type:	<b>Retail - Auto Dealership</b>	GLA:	<b>2,947 SF</b>
Center:	-	Total Avail:	<b>0 SF</b>
Bldg Status:	<b>Built in 1962</b>	% Leased:	<b>100.0%</b>
Owner Type:	-	Bldg Vacant:	<b>0 SF</b>
Zoning:	<b>C1, San Clemente</b>	Land Area:	<b>11,979 SF</b>
Owner Occupied:	<b>No</b>	Lot Dimensions:	
		Building FAR:	<b>0.25</b>
Rent/SF/mo:	-	No. of Stores:	-
CAM:	-		
Expenses:	<b>2014 Tax @ \$2.52/sf</b>		
Parking:	<b>10 Surface Spaces are available</b>		

**Location Information**

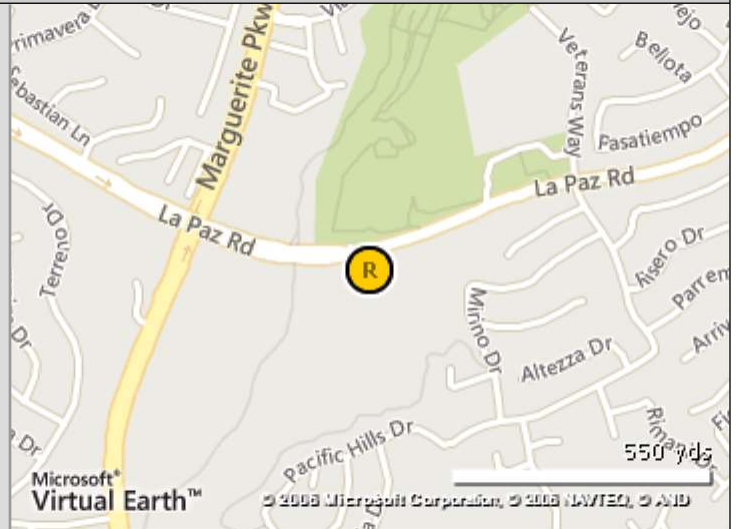
Metro Market: **Orange County (California)**  
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 DMA: **Los Angeles, CA-NV**  
 Map(Page): **Thomas Bros. Guide 992-H4**

**Property Notes**

Location Corner: SE

Property Description: Free Standing Retail Building

Property Use Description: Free Standing Retail Building

**27240 La Paz Rd - Jiffy Lube - Mission Viejo Commerce Center****SOLD****5****Mission Viejo, CA 92692**Sale on 8/27/2015 for \$2,150,000 (\$519.57/SF) - Research Complete  
4,138 SF Retail Auto Repair (Neighborhood Center) Building**Transaction Details**

ID: 3383551

Sale Date: **08/27/2015 (157 days on market)**  
Escrow Length: -Sale Type: **Investment**  
Bldg Type: **Retail - Auto Repair (Neighborhood Center)**Sale Price: **\$2,150,000-Confirmed**  
Asking Price: **\$2,359,600**  
Price/SF: **\$519.57**  
Price/SF Land Gross: **\$278.38**Year Built/Age: -  
GLA: **4,138 SF**  
Land Area: **0.18 AC (7,723 SF)**Percent Leased: **100.0%**  
Tenancy: **Single**  
Actual Cap Rate: **6.50%**  
Transfer Tax: **\$2,365**Percent Improved: **57.8%**  
Total Value Assessed: **\$1,139,430 in 2014**  
Improved Value Assessed: **\$659,157**  
Land Value Assessed: **\$480,273**  
Land Assessed/SF: **\$62.00**No. of Tenants: **1**  
Tenants at time of sale: **Jiffy Lube**  
Financing: **Down payment of \$1,086,000.00 (50.5%)  
\$1,064,000.00 from Pacific Wstrn Bk**Legal Desc: **Parcel 1 and 2 in the City of Mission Viego, as shown on Parcel Map #87-394, Filed in Book 238, Page 9-11 inclusive of Parcel Maps.**Parcel No: **782-471-02**  
Document No: **0446107**Sale History: **Sold for \$2,150,000 (\$519.57/SF) on 8/27/2015  
Sold on 9/22/2014 Non-Arms Length****Transaction Notes**

**27240 La Paz Rd - Jiffy Lube - Mission Viejo Commerce Center****SOLD**

4,138 SF Retail Auto Repair (Neighborhood Center) Building (con't)

**Current Retail Information**

ID: 8435400

Property Type:	<b>Retail - Auto Repair (Neighborhood Center)</b>	GLA:	<b>4,138 SF</b>
Center:	<b>Mission Viejo Commerce Center</b>	Total Avail:	<b>0 SF</b>
Bldg Status:	<b>Existing</b>	% Leased:	<b>100.0%</b>
Owner Type:	<b>Individual</b>	Bldg Vacant:	<b>0 SF</b>
Zoning:	-	Land Area:	<b>7,723 SF</b>
Owner Occupied:	<b>No</b>	Lot Dimensions:	-
		Building FAR:	<b>0.54</b>
Rent/SF/mo:	-	No. of Stores:	<b>20</b>
CAM:	-		
Street Frontage:	<b>145 feet on La Paz Road</b>		
Expenses:	<b>2014 Tax @ \$2.89/sf</b>		
Parking:	<b>7 Surface Spaces are available</b>		

**Location Information**

Park Name: **Mission Viejo Commerce Center**  
 Metro Market: **Orange County (California)**  
 Submarket: **South County/Mission Viejo**  
 County: **Orange**  
 CBSA: **Anaheim-Santa Ana-Irvine, CA**  
 CSA: **Los Angeles-Long Beach, CA**  
 DMA: **Los Angeles, CA-NV**

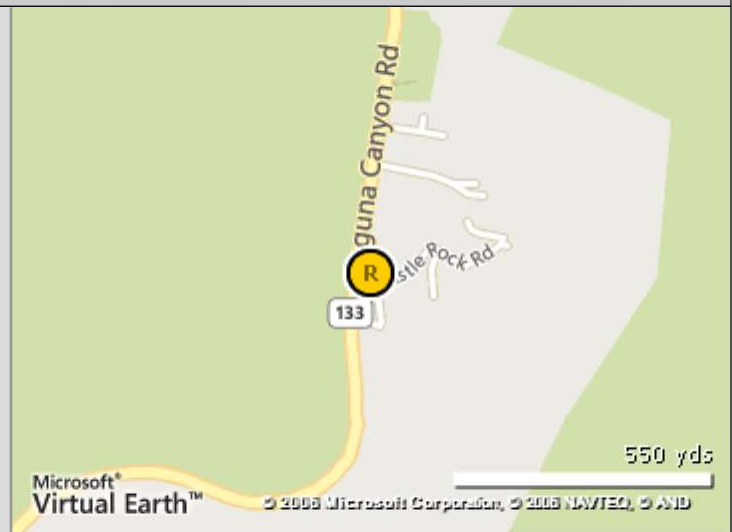
## 3225-3231 Laguna Canyon Rd

**SOLD**

6

Laguna Beach, CA 92651

Sale on 11/7/2014 for \$834,500 (\$538.39/SF) - Research Complete  
1,550 SF Retail Auto Repair Building Built in 1976



### Transaction Details

ID: 3169367

Sale Date:	<b>11/07/2014 (21 days on market)</b>	Sale Type:	<b>Investment</b>
Escrow Length:	<b>30 days</b>	Bldg Type:	<b>Retail - Auto Repair</b>
Sale Price:	<b>\$834,500-Confirmed</b>	Year Built/Age:	<b>Built in 1976 Age: 38</b>
Asking Price:	<b>\$852,421</b>	GLA:	<b>1,550 SF</b>
Price/SF:	<b>\$538.39</b>	Land Area:	<b>0.75 AC (32,783 SF)</b>
Price/SF Land Gross:	<b>\$25.46</b>		
Percent Leased:	<b>100.0%</b>	Percent Improved:	<b>14.8%</b>
Tenancy:	<b>Single</b>	Total Value Assessed:	<b>\$117,748</b>
Actual Cap Rate:	<b>5.70%</b>	Improved Value Assessed:	<b>\$17,398</b>
Transfer Tax:	<b>\$917.95</b>	Land Value Assessed:	<b>\$100,350</b>
		Land Assessed/SF:	<b>\$3.00</b>
No. of Tenants:	<b>1</b>		
Tenants at time of sale:	<b>Jeeps R Us</b>		
Financing:	<b>Down payment of \$834,500.00 (100.0%)</b>		
Legal Desc:	<b>Por of Section 18 T7S R8W SBM, City of Laguna Beach, County of Orange</b>		
Parcel No:	<b>632-061-30, 632-061-29, 632-061-31</b>		
Document No:	<b>0456055</b>		

### Transaction Notes

The brokers involved in the transaction reported a sale price of \$834,500, or about \$538 per square foot. The capitalization rate was reported as 5.7%. The subject property is occupied by a car shop on a lease that runs through May 2022. The property was in good condition.

**3225-3231 Laguna Canyon Rd****SOLD**

1,550 SF Retail Auto Repair Building Built in 1976 (con't)

**Current Retail Information**

ID: 9508563

Property Type:	<b>Retail - Auto Repair</b>	GLA:	<b>1,550 SF</b>
Center:	-	Total Avail:	<b>0 SF</b>
Bldg Status:	<b>Built in 1976</b>	% Leased:	<b>100.0%</b>
Owner Type:	<b>Trust</b>	Bldg Vacant:	<b>0 SF</b>
Zoning:	<b>SP</b>	Land Area:	<b>32,783 SF</b>
Owner Occupied:	<b>No</b>	Lot Dimensions:	-
		Building FAR:	<b>0.05</b>
Rent/SF/mo:	-	No. of Stores:	-
CAM:	-		
Street Frontage:	<b>274 feet on Laguna Canyon</b>		
Expenses:	<b>2014 Tax @ \$1.58/sf</b>		
Parking:	<b>25 Surface Spaces are available</b>		

**Location Information**

Metro Market: **Orange County (California)**  
 Submarket: **South County/Laguna Niguel/Laguna Beach**  
 County: **Orange**  
 CBSA: **Anaheim-Santa Ana-Irvine, CA**  
 CSA: **Los Angeles-Long Beach, CA**  
 DMA: **Los Angeles, CA-NV**



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COMPARABLE PROPERTIES AVAILABLE FOR SALE

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**1 730 Chapman Ave**

Orange, CA 92868

Sale Price: \$875,000  
 Price/SF: \$534.19  
 Cap Rate: -

Center Type: Auto Dealership  
 Sale Status: Active  
 Days on Market: 228  
 Sale Conditions: -  
 Sale Type: Owner/User

Center Size: 1,638 SF  
 % Leased: 100.0%  
 Land Area: 6,486 SF

Year Built: -  
 Zoning: -  
 Stories: 1

**2 2015 Harbor Blvd**

Costa Mesa, CA 92627

Sale Price: \$3,400,000  
 Price/SF: \$533.84  
 Cap Rate: 5.00%

Center Type: Auto Repair  
 Sale Status: Active  
 Days on Market: 166  
 Sale Conditions: -  
 Sale Type: Investment OR Owner/User

Center Size: 6,369 SF  
 % Leased: 100.0%  
 Land Area: 27,151 SF

Year Built: 1970  
 Zoning: -  
 Stories: 1

**3 1701 Long Beach Blvd - Turbo Auto Service**Long Beach, CA 90813  
Turbo Auto Service

Sale Price: \$2,300,000  
 Price/SF: \$572.71  
 Cap Rate: -

Center Type: Auto Repair  
 Sale Status: Active  
 Days on Market: 69  
 Sale Conditions: -  
 Sale Type: Investment OR Owner/User

Center Size: 4,016 SF  
 % Leased: 100.0%  
 Land Area: 19,493 SF

Year Built: 1969  
 Zoning: PD29, Long Beach  
 Stories: 1

**4 2327 S Main St**

Santa Ana, CA 92707

Sale Price: \$1,499,000  
 Price/SF: \$455.62  
 Cap Rate: -

Center Type: Auto Dealership  
 Sale Status: Active  
 Days on Market: 549  
 Sale Conditions: -  
 Sale Type: Owner/User

Center Size: 3,290 SF  
 % Leased: 100.0%  
 Land Area: 15,351 SF

Year Built: 1967  
 Zoning: -  
 Stories: 1





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# SECTION IV

## COMPREHENSIVE MARKETING STRATEGY

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# COMPREHENSIVE MARKETING STRATEGY

## A. LEE & ASSOCIATES - ADDED VALUE

The sale/leasing of industrial projects requires a focused marketing campaign. Lee & Associates' value is its willingness and effectiveness in identifying prospective buyers and tenants through its marketing knowledge and involvement.

## B. MARKETING TEAM AND RESPONSIBILITIES

It is critical to assign important marketing tasks to the individuals of the team. This maintains organization, creates accountability, and results in a more efficient and effective marketing plan.

Below is a list of the team members and their respective responsibilities. During the marketing period, the ownership can direct any questions or comments to the appropriate team member for immediate accurate answers.

### GUY LAFERRARA - President, Irvine Spectrum Office

- Interface directly with ownership on all negotiations and marketing updates
- Coordinate the dissemination of brochures and mailings
- Prepare leasing and/or sale contracts
- Field broker calls

### BROCK STRYKER - Associate, Irvine Spectrum Office

- On foot canvassing
- Identifying prospective users and active commercial real estate people
- Follow up phone calls from direct postcard mailings
- Delivery of brochures
- Utilization of proprietary database
- Create internet web pages for property

### PATRICIA CHAU - Marketing Coordinator, Irvine Spectrum Office

- Coordinate/design all marketing materials
- Coordinate all mailings, email blasts and advertisements

## C. DIRECT MARKETING

Personal contact has the highest degree of success in marketing a project for sale or lease. Foot canvassing and phone solicitation are the methods of personal calls.

The marketing team has years of experience in direct marketing. We believe this experience equals effectiveness, therefore positive results. Our objective is not to just distribute brochures door to door, but to contact or meet the decision maker and discuss 33171 Camino Capistrano. It is this type of cold calling that achieves desired results.

### 1. Direct Contact Companies

Beginning in the city of San Juan Capistrano and expanding outward, we will foot and telephone canvass for the building. The purpose of this activity is to personally introduce the property to ensure that there is an awareness of its availability; to identify prospects for future follow-up; and to produce a list of firms or other entities who may be considering relocation.

### 2. Telephone Solicitation / Target Marketing

The other effective direct marketing method is telephone solicitation. This is accomplished by identifying the logical buyers or tenants and using our resources to create a prospect list for a direct mail campaign and follow-up telephone solicitation.

Initially we will target firms in the San Juan Capistrano, San Clemente, Mission Viejo and Lake Forest area from approximately 10,000 to 20,000 square feet. Below are a few examples:

Resources used:

- Lee & Associates' Database
- Marketing Team's Database
- Inside Prospects
- INFO USA
- Local Chamber of Commerce's Directories
- Metropolis
- Title Company Information

### 3. Direct Mail

A direct mail campaign will be conducted utilizing postcard flyers to those firms identified as prospects for the project. This mailing will be done in controlled states and all mailings will have telephone follow-up. We have found over the years that mass mailings do not produce tenant prospects. Controlled mailings, with telephone follow-up to each company, produce the results we want.

### 4. Email Blasts

We utilize our proprietary database to email brochures and property information to specific users and owners for a focused marketing attack.

In addition to the user/owner email campaign, we will utilize our network of broker emails to promote the property to the brokerage community and provide up-to-date current information. Our broker email blast includes over 1,200 Southern California commercial brokers.

## D. MARKETING REPORT

Marketing reports will be maintained and distributed to the ownership monthly or as needed throughout the listing period. These reports are essential as they create organization, discipline and accountability.

### 1. Marketing Update

- a. Active prospects
- b. Mailing and e-mail marketing
- c. Broker inquiries
- d. Deals in negotiation
- e. Local closed transactions

### 2. Proposal Template

- a. Identify basic deal points acceptable to ownership as warranted by current market conditions
- b. Re-evaluate market changes on an on-going basis

## E. MARKETING MATERIALS

Marketing materials directly support a salesperson's presentations to prospects as stand-alone communication pieces. Working in concert with ownership, Lee & Associates will make certain that marketing materials and programs remain responsive to the needs of the market.

## 1. Brochure

We will design a brochure that will be utilized primarily for our direct marketing campaign. The brochure will feature a picture of the building, a site plan, locator map and basic building information.

In addition, we will design mailing postcards for prospective buyers/tenants and availability summary sheets to be updated and distributed to all brokers on a monthly basis.

## 2. Signage

Signage is important in the success of 33171 Camino Capistrano's marketing program. A Lee & Associates "Available" sign will be placed on the site in strategic locations for maximum visibility. All signs will meet city code limitations and standards and will be purchased by Lee & Associates.

## 3. Broker/User Support Materials

Support materials will be made available to assist users and brokers for their evaluations and presentations. These materials will be available in 8½" x 11" format for easy use. The following will be prepared:

- Floor Plan
- Site Plan
- Building Fact Sheet
- Promotional Material (if any)

## 4. Computer/Internet

Building availability will be accessible through Lee & Associates' web site. All photos, floor plans and building information will be scanned into Lee's computer network, which accommodates instant e-mail/fax communication to potential prospects and interested parties.

## F. KNOWLEDGE OF USER ACTIVITY

Having worked in the South Orange County marketplace exclusively for over 25 years, we directly or indirectly know of most user activity. We aggressively pursue all prospective buyers and tenants in the marketplace and will see that the prospective buyers and tenants or representing broker receives the 33171 Camino Capistrano brochure and necessary support materials.

This special effort may stimulate interest and/or create a purchase or lease when the user otherwise may not have considered the property.

## 1. Broker Cooperation

Lee & Associates strongly encourages broker cooperation. The success of Lee & Associates is greatly affected by our ability to enlist the efforts of the brokerage community to promote 33171 Camino Capistrano. The marketing support materials are designed to aid in the broker's education and subsequent presentations. We are known throughout the broker community as being fair, ethical and professional. This reputation promotes outside broker cooperation.

## G. FOLLOW-UP AND COMPLETION

This is one of the most critical elements of a successful marketing plan.

### 1. Broker Activities

All broker calls are recorded on Broker Inquiry Forms. These are reviewed at least monthly to ensure prompt follow-up and to evaluate progress. Additional information is supplied immediately to those brokers indicating such a need.

### 2. Negotiate and Conclude the Transaction

Our approach to marketing properties is highly organized. This process extends through the negotiating process and beyond the close of the transaction to ensure compliance with our goals and objectives.

### 3. City of San Juan Capistrano Assistance

We will communicate and assist prospective buyers or tenants with any use issues relating to the occupancy or zoning with the City of San Juan Capistrano.

### 4. Owner/Marketing Team Communication

Communication is the objective of keeping ownership informed of all prospects, interest in the property, competitive product and overall marketing conditions. In order to function as a cohesive team, it is recommended meetings be held initially on a bi-monthly basis and eventually monthly.