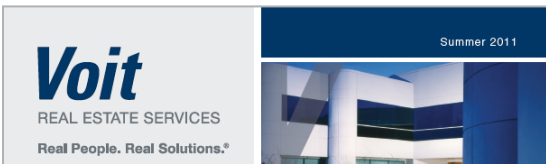


# Brower, Miller & Cole Drives New Business For Commercial Real Estate Leader

# Brower MILLER + COLE

Agency's results-oriented content strategy produces an award-winning newsletter and drives millions of dollars in new business.



## FOCUS

### Voit Brings Brea's Fairway Center to 100 Percent Leased Within Three Months

Voit's Harty Coppin Project Leasing Team has successfully completed three new lease transactions in Brea's Fairway Center, bringing the 145,000 sq. ft. office building from 29 percent leased to 100 percent leased in just 90 days.

The Harty Coppin Team is comprised of John Harty, Mike Coppin, and Xavier Colonna in Voit's Irvine office. The team was selected by a joint venture of LBA and Cigna to market their recently acquired project. The project goal was to increase the building's value by leasing all available space as quickly as possible while achieving at, or above, market rental rates.



"Our team was able to relay the change of ownership to the market in a convincing and positive way and quickly identified quality tenants to occupy the available space," said Harty. "Voit seamlessly negotiated with all three tenants and exceeded LBA and Cigna's expectations by achieving fully leased status within 90 days of receiving the assignment. We are continued on page 3

### Las Vegas Property and Asset Management Grows Rapidly

In just the first nine months of beginning regional property and asset management in Las Vegas, with staff on the ground, Voit has gone from two assets to 22 properties totaling nearly 1,000,000 sq. ft. continued on page 3

### Voit Directs 50-Acre Commercial Land Sale in Phoenix

Darren Tappen of Voit's Phoenix office has successfully completed the \$5.5 million sale of five vacant land lots totaling 50.58 acres at Spectrum Ridge, a commercial lot development in the Deer Valley sub-market of Phoenix.

Tappen represented the seller, ATC Realty One, LLC, a company formed continued on page 3

### In This Issue

Fairway Center 100% Leased.....	1
Las Vegas Mgmt Grows Rapidly.....	1
Voit Directs 50-Acre Sale in Phoenix.....	1
Message from the CEO.....	2
Voit on a Winning Streak in Vegas.....	2
Broker Spotlight: Ryan Moore.....	3
Voit Helpe LA Business Expand.....	4
Voit's Team Zehner Assists Oil Company.....	4
Message From Cary Calkin.....	5
Voit's Summer Event.....	5
Voit in the Industry.....	6
Voit in the News.....	6
Market Reports Grow in Coverage.....	6
Voit Directs 3 Leases at Shea Center.....	7
New Team Members.....	8

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### Message from the CEO



### Accomplishments Fueled By Opportunity

We all know that a great attitude makes all the difference. At Voit, our team's expertise and work ethic could have only taken us part of the way during this rapid and deep change to our industry. However, much to their credit, our people stepped up to the plan we laid out regarding integrating asset services and brokerage as Voit's real estate model of the future. Now we are witnessing the positive results of their great attitude.

Back in 2008, only two percent of the transactions in our markets were distressed assets. However, the 2010-2011 statistics from CoStar Group show that 30 percent of all the transactions in our markets were distressed. Further, based on a total square-footage figure, CoStar notes that as much as 78 percent of the square-footage sold this year-to-date in our markets was distressed in some form.

A title company we work with verified this information, stating that while three years ago, their work was only about 20 to 30 percent distressed properties, at least 70 percent of their business is now in the distressed arena.

As my partner Brian Mallett and I recognized when we created our new platform in 2009, the only way to meet the needs of our clients in this market is to be able to provide all the required services in a single firm. This is precisely what we have done. Our results? So far, our brokerage volume is up 22 percent, and our revenue is up 53 percent since 2010.

I particularly note here the accomplishments of Randy LaChance, Cary Calkin, Pete Beauchamp, Brian Corrigan, Carolyn Leslie, Mike Hartel, Kevin Turner, John Harty, Rob Succi, Matt Stephenson, Garrett Toft, Darren Tappen, Kenneth Askew and Tony O'Neill, as those who picked up on the opportunity to make a difference in this market and in our company - and who are leading the charge into the future. These are just some of our Real People providing Real Solutions.

2 | www.voitco.com 949.644.8648

### Voit on a Winning Streak in Las Vegas with New Office and Ongoing Transactions

Voit's success in the Las Vegas market is continuing with a number of completed transactions as well as a new office location.

K11 Graski recently closed two sales in the Las Vegas area, including the \$1.49 million sale of a 10,500 sq. ft. retail property in the Flamingo Plaza Shopping Center on behalf of Hales ABIC, as well as the \$1 million sale of a 19,890 sq. ft. office property at 1080 W. Horizon Ridge on behalf of the FDIC.

Voit's Kevin Higgins and team has also been busy, recently completing the \$1.5 million acquisition of a 31,000 sq. ft. office building at 2540 Anthem Village Drive on behalf of Nevada State Bank.



Voit's new location on South Rainbow Boulevard

As a result of its continuing success, Voit is now moving its own Las Vegas office to a 7,667 sq. ft. space in the Rainbow Sunset Pavilion at 6395 S. Rainbow Boulevard in Las Vegas, which is the largest office building in the suburban market. The Voit team plans to move into its new location in September 2011.

### Voit Sale Demonstrates Improvement in Inland Empire Market

Voit's Inland Empire team has successfully directed the sale of a 69,510 sq. ft. industrial building for \$3.75 million, a 25 percent increase from the price the building would have fetched a year ago, according to Juan Gutierrez, Senior Associate in Voit's Inland Empire office.

"We know the market is improving steadily, and this sale is demonstrative of that improvement," Gutierrez said.



Gutierrez, along with Walt Chenoweth, Frank Geraci and Patrick Wood of Voit's Inland Empire office, represented the seller, Nichirex Flex USA, a company that manufactures hoses for the automotive industry. Voit reports that Nichirex, an owner-user, had owned the building since it was originally built in 1989.

"The Voit team took notice of the market's steady improvement and advised the seller to hold firm on the price of the building," said Gutierrez. "We know there is a lot of pent up demand from investors that are seeking industrial assets in the Inland Empire. Many of these investors have been proud out of the Class 'A' big-box market and are starting to spend more time looking for value-add acquisitions in the smaller size range, including buildings with less than 100,000 sq. ft. Thanks to our counsel and the improving market, we were successful in selling this building for nearly 25 percent more than we would have a year ago."

According to Gutierrez, there has been a slight increase in rental rates in the Inland Empire, a trend that is contributing to improving CAP rates, which is ultimately generating some of these recent acquisitions.

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How does a company newsletter generate \$10 million in new client business?

Voit Real Estate Services needed to attract new clients and create awareness of its full-service commercial real estate solutions.

The firm tasked Brower, Miller & Cole with developing a content strategy to share important information with its target audiences.

To assess the current awareness level of the firm's multiple divisions, activities and geographies served, our agency conducted research interviews with scores of current and prospective clients, as well as within the company.

Drawing upon our research, we created a content strategy to develop an informative and business-focused newsletter with news and information that would be interesting and worthy of our target audiences' time.

Called the "Focus" newsletter, we thoughtfully created a clean design to convey objectivity and evoke a "hard news" image.

We then distributed 2,200 copies of each issue to industry executives, city officials and media in our client's target markets every quarter for more than a decade.

The Focus newsletter has produced tremendous results for our client, resulting in nearly \$10 million in new business. It is undoubtedly one of the most effective newsletters within the real estate industry.

The newsletter has also earned various industry awards, including a top distinction in a national real estate marketing competition.