



# Marketing Plan

Chanate – Sonoma County  
November 9, 2021

Update as of November 5, 2021



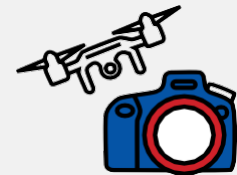
# Ten-X Marketing Tactics

Ten-X marketing leverages precision-targeting technology to reach the right buyers, create a competitive marketplace and increase the probability of trade.



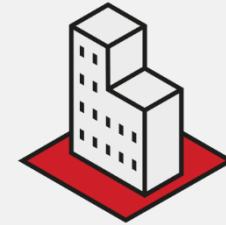
## PROPERTY WEBPAGE

Each asset on the platform receives its own property detail page (PDP)

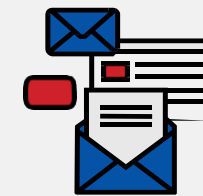


## PROFESSIONAL PHOTO/VIDEO

Professional photography and drone videography is captured for all assets on our platform

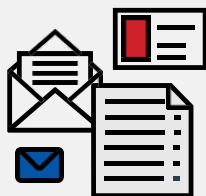


Matterport creates a realistic digital twin, enabling buyers and stakeholders to explore the interior of a property with ease



## EMAIL MARKETING

Ten-X executes up to five different email campaigns to market assets on the platform



## DIRECT MAIL

Ten-X executes up to three separate direct mail campaigns and targets potential buyers from multiple internal databases



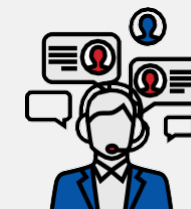
## SOCIAL MEDIA

On average, an asset promoted via organic social reaches anywhere from 10K to 95K users.



## DIGITAL PROSPECTING & RETARGETING

On average, those assets showcased in prospecting campaigns can generate up to 600K impressions and retargeting can produce 1,500+ additional property page views



## ONE-TO-ONE OUTREACH

Ten-X calls potential buyers by tapping into our vault visitors to the subject asset as well as from previous similar assets

# Marketing Metrics



## CHANATE - SONOMA COUNTY

3313 Chanate Rd, Santa Rosa, CA 95404

Auction Start Date: November 09, 2021

Auction End Date: November 09, 2021

[View Property Page](#)

[Overview](#) **[Traction](#)** [Marketing](#) [Leads](#)

### TRACTION



PROPERTY PAGE

22,281

TOTAL VIEWS

7,461

UNIQUE VISITORS



INTERESTED BUYERS

388

VAULT VISITS

159

CAs SIGNED



REGISTRATIONS

1

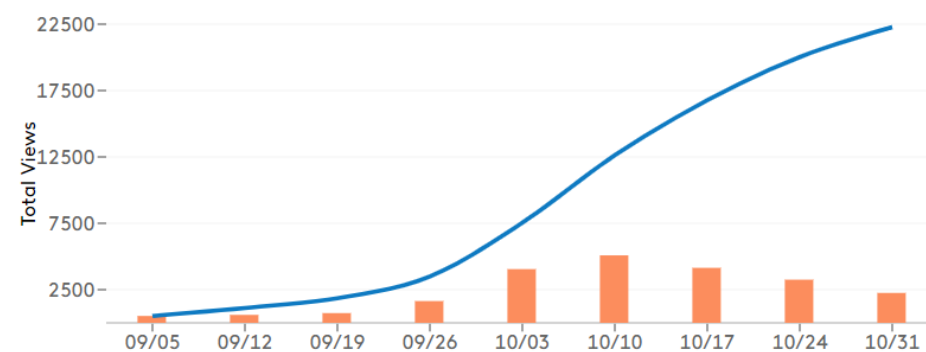
APPROVAL PENDING

10

APPROVED TO BID

**TOTAL VIEWS** [UNIQUE VISITORS](#)

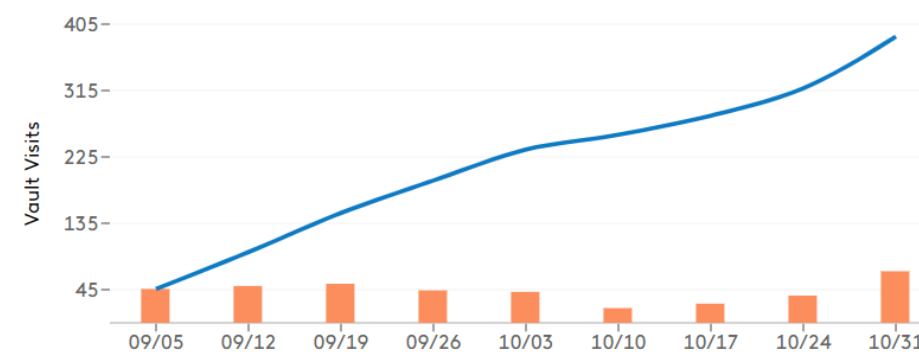
☒ Cumulative ☐ Weekly



☐ Daily ☒ Weekly

**VAULT VISITS** [CAs SIGNED](#)

☒ Cumulative ☐ Weekly

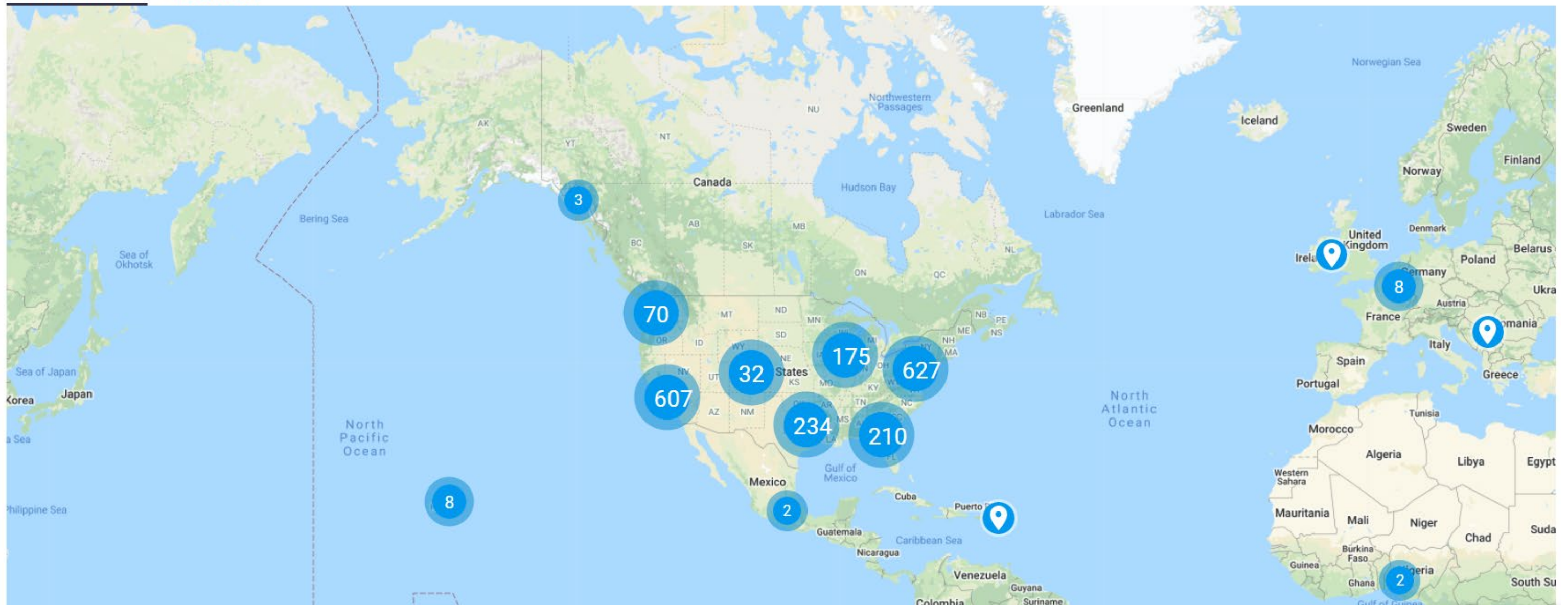


☐ Daily ☒ Weekly



# Marketing Reach

UNIQUE VISITORS    CAs SIGNED





# Print Marketing

Chanate – Sonoma County





# Monthly Lookbook



November 2021

[illegible]

LAND

<b>LILLIWAUP POST OFFICE NNN</b> 28611 N. US Highway 101, Lilliwaup, WA			
	1,456 SF	STARTING BID \$200,000	BID ONLINE NOV 15 - 17
	Learn more: <a href="https://10x.com/K6213-P">10x.com/K6213-P</a>		
	Derek Hermesen Union Street Corporate Real Estate LLC 206-264-9000 <a href="mailto:derek@unionstreetcre.com">derek@unionstreetcre.com</a> WA 97471		Dominic Morbidelli Maven Commercial 415-404-7314 <a href="mailto:dom@mavenproperties.com">dom@mavenproperties.com</a>

Direct Mail Postcard

ACQUISITION OPPORTUNITIES

Properties are listed by state. For all properties, visit 10x.com/maile.

LOCATION	T Y P E	S I Z E
Hope, AR	Office	11,705 SF
Apple Valley, CA	Office	5,258 SF
Monrovia, CA	Office	4,456 SF
San Anselmo, CA	Retail	2,993 SF
Hartford, CT	Retail	1,211 SF
New London, CT	Office	32,185 SF
Orlando, FL	Retail	16,945 SF
Canton, IL	Office	6,472 SF
Du Quoin, IL	Retail	4,560 SF
Elgin, IL	Retail	23,405 SF
Galesburg, IL	Special Purpose	139,192 SF
Springfield, IL	Office	135,361 SF
Muncie, IN	Retail	133,156 SF
Alexandria, LA	Hotel	80 Rooms
Plaquemine, LA	Retail	8,511 SF
Amesbury, MA	Hotel	102 Rooms
Tewksbury, MA	Hotel	126 Rooms
Brownstown Township, MI	Land	4 Acres
Eastpointe, MI	Retail	13,865 SF
Royal Oak, MI	Land	0.31 Acres
Redwood Falls, MN	Office	5,750 SF
Hamilton, NJ	Retail	9,307 SF
Commack, NY	Office	28,141 SF
Hyde Park, NY	Retail	7,011 SF
Peekskill, NY	Industrial	25,657 SF
Lancaster, OH	Retail	23,530 SF
New Philadelphia, OH	Industrial	62,754 SF
Oklahoma City, OK	Office	14,781 SF
Portland, OR	Office	8,700 SF
Johnstown, PA	Hotel	159 Rooms
Scranton, PA	Multifamily	25,000 SF
Dallas, TX	Office	10,460 SF
Fort Worth, TX	Retail	6,000 SF
Houston, TX	Office	363,050 SF
Houston, TX	Hotel	122 Rooms
Houston, TX	Multifamily	60 Units



INTERESTED IN SELLING YOUR PROPERTY OR LOAN?  
888-770-7332 | 10x.com/sell

15295 ALTON PARKWAY  
IRVINE, CA 92618

NOVEMBER 2021  
Commercial Real Estate  
Acquisition Opportunities

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See all Current Listings at: <https://www.ten-x.com/company/legal/licensing/>  
2021-Nov-1

SEE IT. WANT IT. TEN-X IT.

Ten-X is the world's largest online commercial real estate exchange. We empower brokers, sellers and buyers with data-driven technology and comprehensive marketing tools to expand visibility and decrease time to close.

SANTA ROSA, CA  
Special Purpose

71.6 Acres

November 9  
Sealed Bids Due

See Website  
Starting Bid

- Well established, mature neighborhood with strong economic demographics.
- Largest, most desirable in-fill redevelopment opportunity north of San Francisco.
- Adjacent to amenities and attractions that make Northern California an exceptional place to live.

For all properties, visit 10x.com/maile.




# Email Marketing

Chanate – Sonoma County



# New Listing Alert Email




[Manage My Alerts](#)

Hi Terry Sample,

We found 1 new listings that matched your All CRE saved search: > Any Property Type

1 New Listings

[View All](#)



3313 Chanate Rd., Santa Rosa, CA 95404

P

Property Type: Special Purpose

S

Starting Bid: \$TBD

S

Start Date: 11/9/2021

V

[View Details](#)

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Automatically sent to potential buyers with saved search criteria matching the asset

Approximately 60,000 total alerts sent each month

Sent: 9/7


# CRE Weekly Emails



### CURRENT OPPORTUNITIES

SANTA ROSA, CA

REDEVELOPMENT • 71.6 ACRES



STARTING BID: SEE WEBSITE

SEALED BIDS DUE: NOV 9

VIEW DETAILS

### ADDITIONAL OPPORTUNITIES


PROPERTY TYPE	LOCATION	SIZE	PROPERTY LINK
OFFICE	HOUSTON, TX	22,423 SF	VIEW DETAILS
OFFICE	DENTON, TX	20,000 SF	VIEW DETAILS

Listings are targeted to active likely buyers based on geographical region

Sent Weekly  
Photo featured on 10/4

Date Sent	Delivered	Opens	Clicks
9/20	18,802	5,452	127
9/27	18,750	5,550	108
10/4	18,845	6,058	186
10/11	18,415	6,296	103
10/18	18,079	5,943	65
10/25	18,577	6,205	63

## Featured Asset Emails




FEATURED ASSET

**CHANATE - SONOMA COUNTY**

SANTA ROSA, CA

REDEVELOPMENT • 71.6 ACRES



INDICATIVE BIDS DUE: NOV 9

VIEW DETAILS

- 71.6 total acres positioned in the heart of several desirable Santa Rosa neighborhoods: Hidden Valley, Cobblestone, Montecito Heights, and Lomas Heights
- Largest, most desirable in-fill redevelopment opportunity north of San Francisco
- Opportunity to create a Master Plan for this campus, to better maximize zoning and land use guidelines

PRESENTED BY

William Severi • North Bay Property Advisors • CA 01000344  
Nick Abbott • North Bay Property Advisors • CA 01357548  
Brian Hutcherson • CBRE • CA 02075144

Emails targeted at profiles likely to engage or register to bid from the CoStar database buyer pool consisting of brokers and buyers based on geography and property- type.

Sent 9/29

Delivered 1,054

Total Opens 417

Unique Opens 311

Total Clicks 40


Sent 10/28

Delivered 1,106

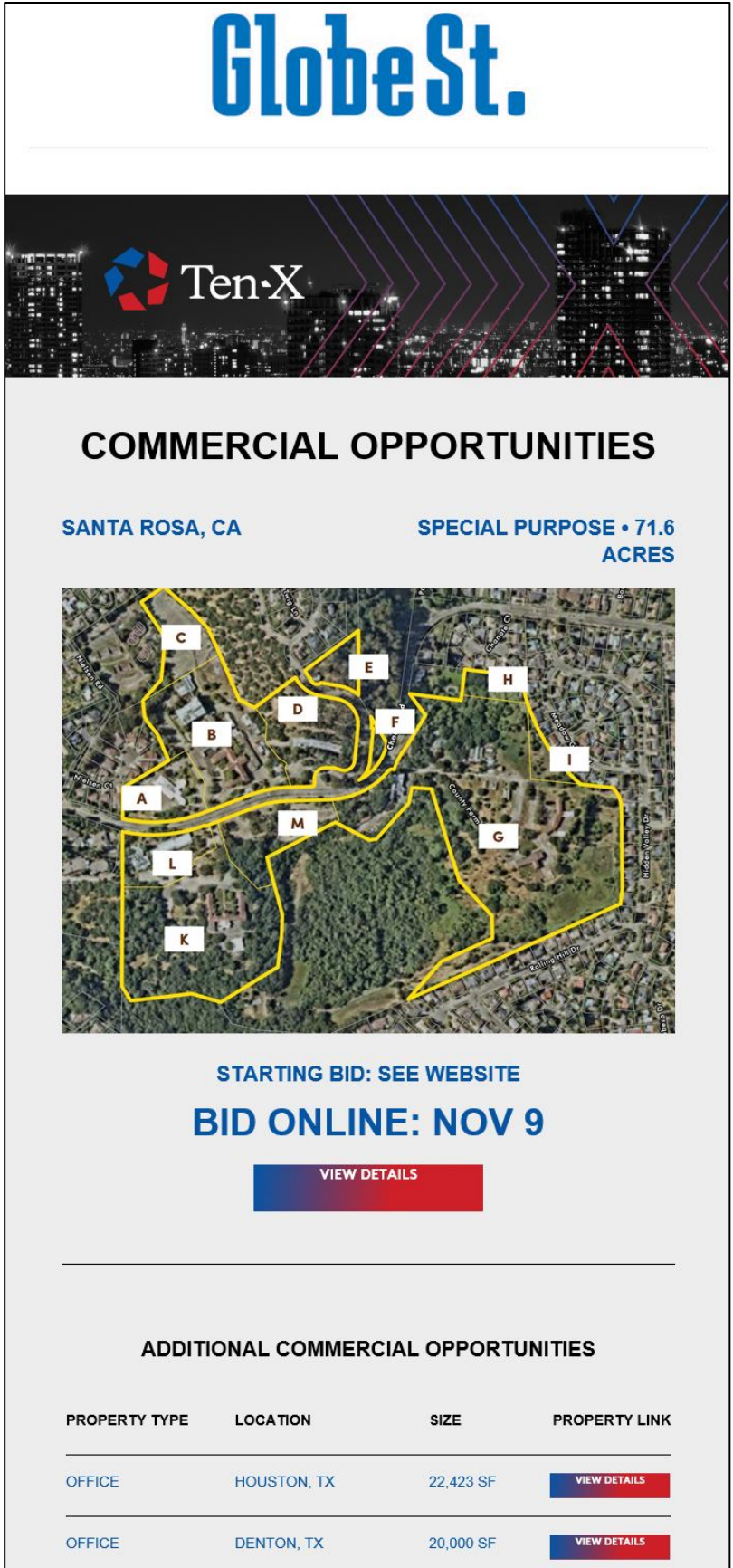
Total Opens 460

Unique Opens 365

Total Clicks 22





# Third-Party eBlasts



**Note:**  
Open and click data is not provided to Ten-X by publishers.


# Digital Brochure Email



NOVEMBER 2021 EDITION


## FIND YOUR NEXT INVESTMENT IN THIS MONTH'S LOOKBOOK

[OPEN THE LOOKBOOK](#)




The Ten-X Lookbook is your guide to all properties for sale this month on our transaction platform. And now it's gone digital, arriving up to 10 days earlier than our printed version. View, save, print and share the Lookbook right from your computer.


### CURRENT OPPORTUNITIES




**Office • 254,782 SF**  
Allentown, PA



**Hotel • 32 Rooms**  
Miami Beach, FL



**Multifamily • 90 Units**  
Dearborn, MI



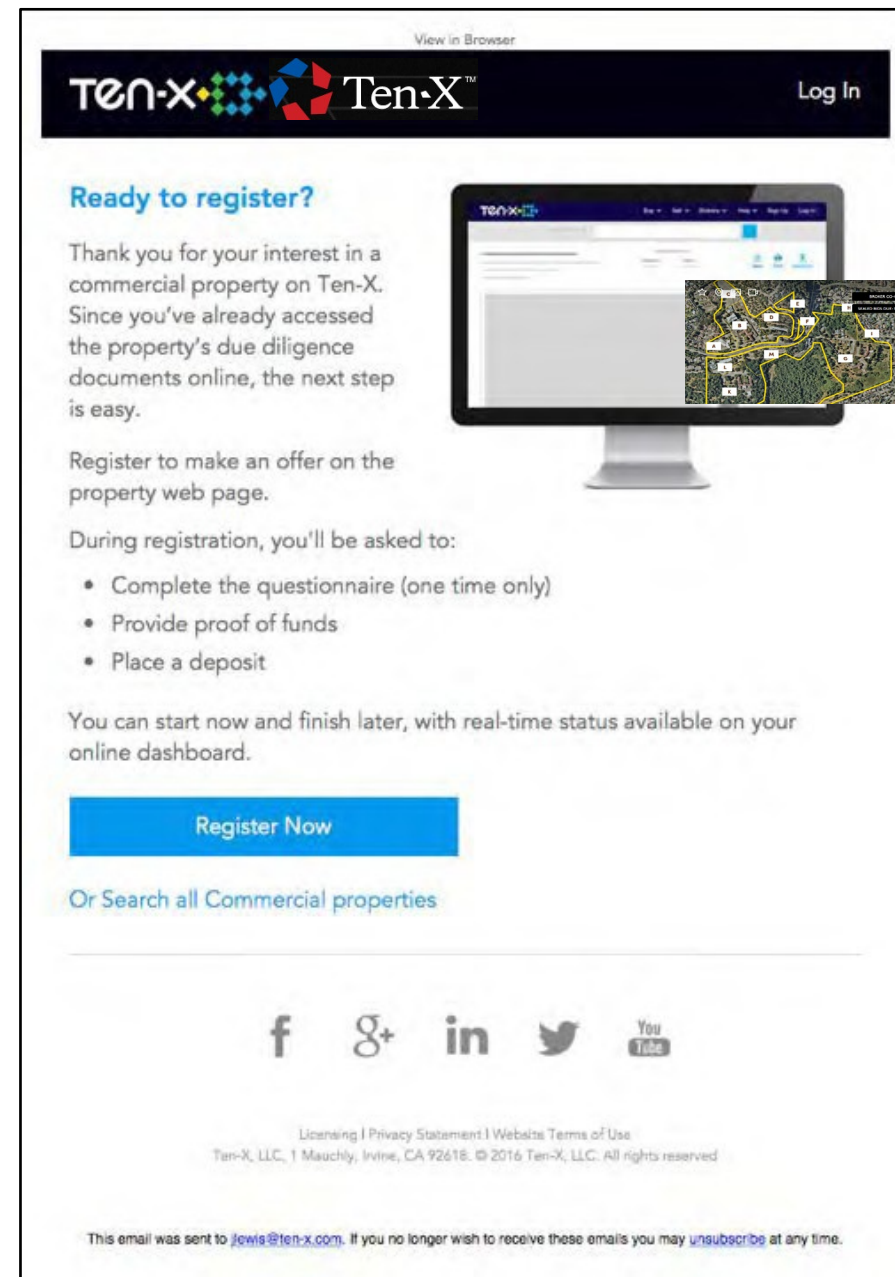
**Retail • 28,966 SF**  
Willingboro, NJ

[VIEW ALL PROPERTIES](#)

Sent 10/19

**2,720 investors and brokers**

# Vault Visitor Nurture Emails



**Triggers after potential buyer  
enters vault**

**Messaging urges registration  
for viewed assets**

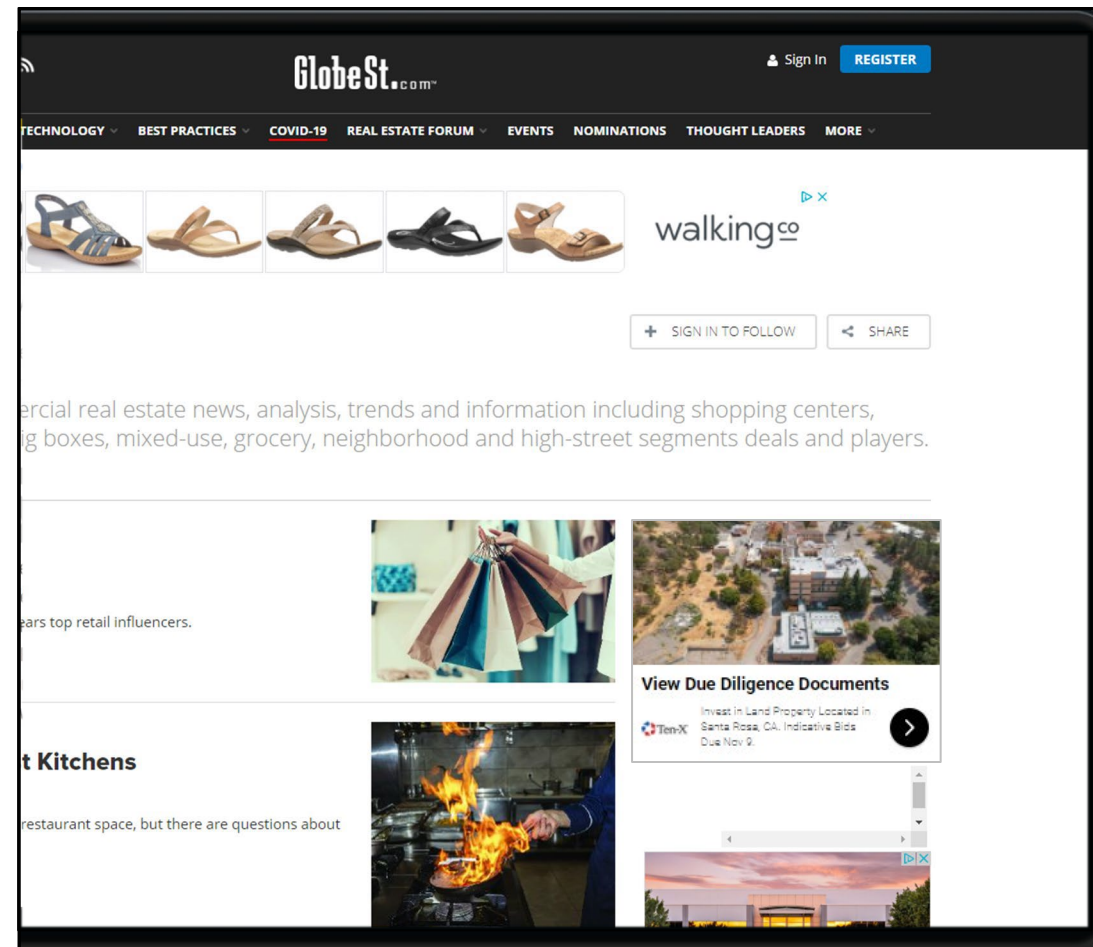


# Digital Marketing

Chanate – Sonoma County



# Digital Advertising

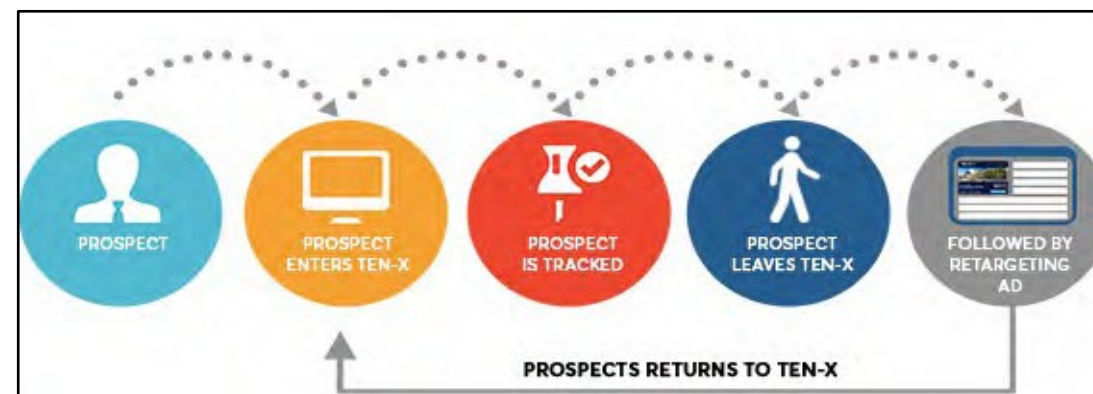


Digital prospecting utilizes commercial real estate search terms on Google and allows us to reach unknown buyers who may not have seen the asset through other marketing channels.

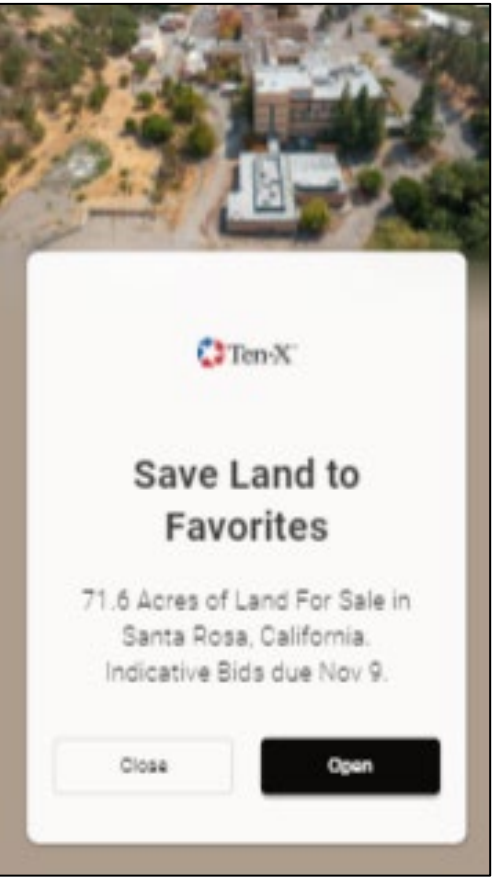
Google Display Prospecting – started 10/1

Digital retargeting provides precise targeting to buyers who have already shown interest in similar assets on the Ten-X platform. It allows us to increase our market reach to engaged buyers.

Google Display Retargeting – started 10/1



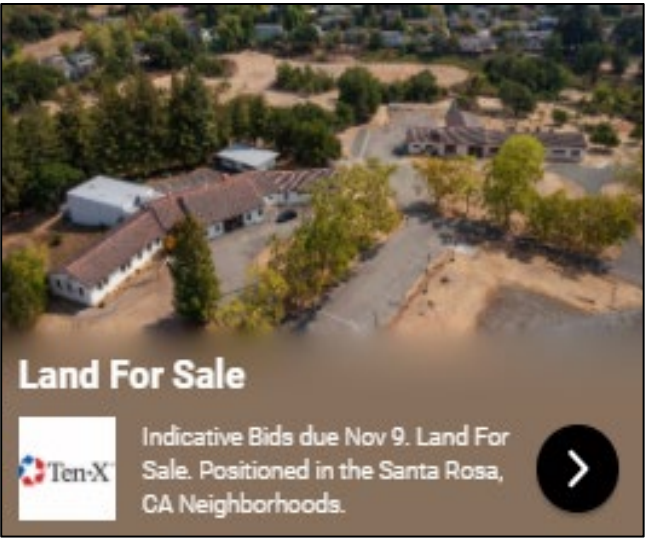
# Ten-X Social Advertising



Utilizing social media allows us to expand our reach and provide a platform for our communities to collaborate, drive interest and share exciting details about the properties under our strategic accounts umbrella.

The reach for social sponsored asset-specific posts on Google, Facebook, Instagram & LinkedIn is estimated at 300,000.

	<u>Started</u>
Instagram - Organic	10/4/2021
Facebook- Organic	10/4/2021
LinkedIn - Organic	10/4/2021
LinkedIn – Paid Prospecting	10/8/2021
LinkedIn - Paid Retargeting	10/8/2021
Facebook - Paid Prospecting	10/14/2021



# LoopNet Diamond Listings

LoopNet LISTING FEATURES	DIAMOND	PLATINUM	GOLD	SILVER	BASIC
Exposure	1,050x	300x	60x	6x	1x
Placement in search results	1st	2nd	3rd	4th	
Property retargeting ads	✓	✓			
Branding on listing detail page	✓	✓			
Broker logo on search results	✓	✓			
Call tracking	✓	✓			
CityFeet homepage ad	✓	✓			
Featured on CityFeet and Showcase	✓	✓	✓	✓	
Exposure on newspaper partner sites	✓	✓	✓	✓	
MEDIA PACKAGES					
Professional photo shoot	✓	✓	✓		
3D virtual tours	✓	✓			
HD video tours	✓				
Aerial drone photography	✓				

**The ultimate, most visible digital marketing solution reaching the largest audience of tenants, investors and brokers searching for commercial real estate online.**

**Your property at the top of search results, front and center on LoopNet, CoStar and our network of leading commercial real estate websites.**



LoopNet  
Diamond  
Listings Ads

ONLINE AUCTION  
43d:02h:48m:17s

CHANATE  
CAMPUS

3313 CHANATE ROAD

Unique infill  
development opportunity in  
beautiful Sonoma County



Listed on LoopNet in the  
“Diamond Listings” Category

ONLINE AUCTION: 43d:02h:49m:52s

CHANATE CAMPUS

3313 CHANATE ROAD

Unique infill development opportunity  
in beautiful Sonoma County





CHANATE CAMPUS

Unique infill development opportunity  
in beautiful Sonoma County

ONLINE AUCTION  
43d:02h:49m:12s





**ten-x.com      888-770-7332**

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