



OWNER'S REPORT

THE LOFT APARTMENTS

390 DEL MEDIO AVE, MOUNTAIN VIEW, CA 94040
MULTIFAMILY PROPERTY | 202,581 SF

325 W. HURON ST. | SUITE 806
CHICAGO, IL 60654
COMMERCIALPARTNERS.COM



STATUS UPDATE

Status as of Aug 8, 2024:

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PROSPECT REPORT

CURRENT PROSPECTS

Prospect/Broker Name	Price	Use	Comments
-	-	-	-

PAST PROSPECTS

Prospect/Broker Name	Price	Use	Comments
-	-	-	-



MARKETING EFFORTS

DATE/ONGOING	ITEM	COMMENTS
May 15, 2024 (created)	Marketing Brochure	NA
Throughout July	Email Blast	Series of 3 promo emails
Not Created	Social Media	Minimum of 3 posts
Ongoing	Cold Calls	
June 30, 2024 (launch)	Property Website	Prop website launched before email campaign begins



MONTHLY EMAIL REPORT

EMAIL REPORT


Title	Date Sent	Recipients	Reads	Clicks	Open Rate
LEED Certified Property Available	July 1, 2024	Comm Partners List	827	300	20%
LEED Certified Property Available	July 10, 2024	Comm Partners List	698	140	14%
LEED Certified Property Available	July 20, 2024	Comm Partners List	937	350	17%



LISTING SUMMARY


On Market Since:	May 2024
Current Asking:	\$1,900,000
Total # Inquiries:	500

Total # of Showings:	100
Total # of Offers:	20




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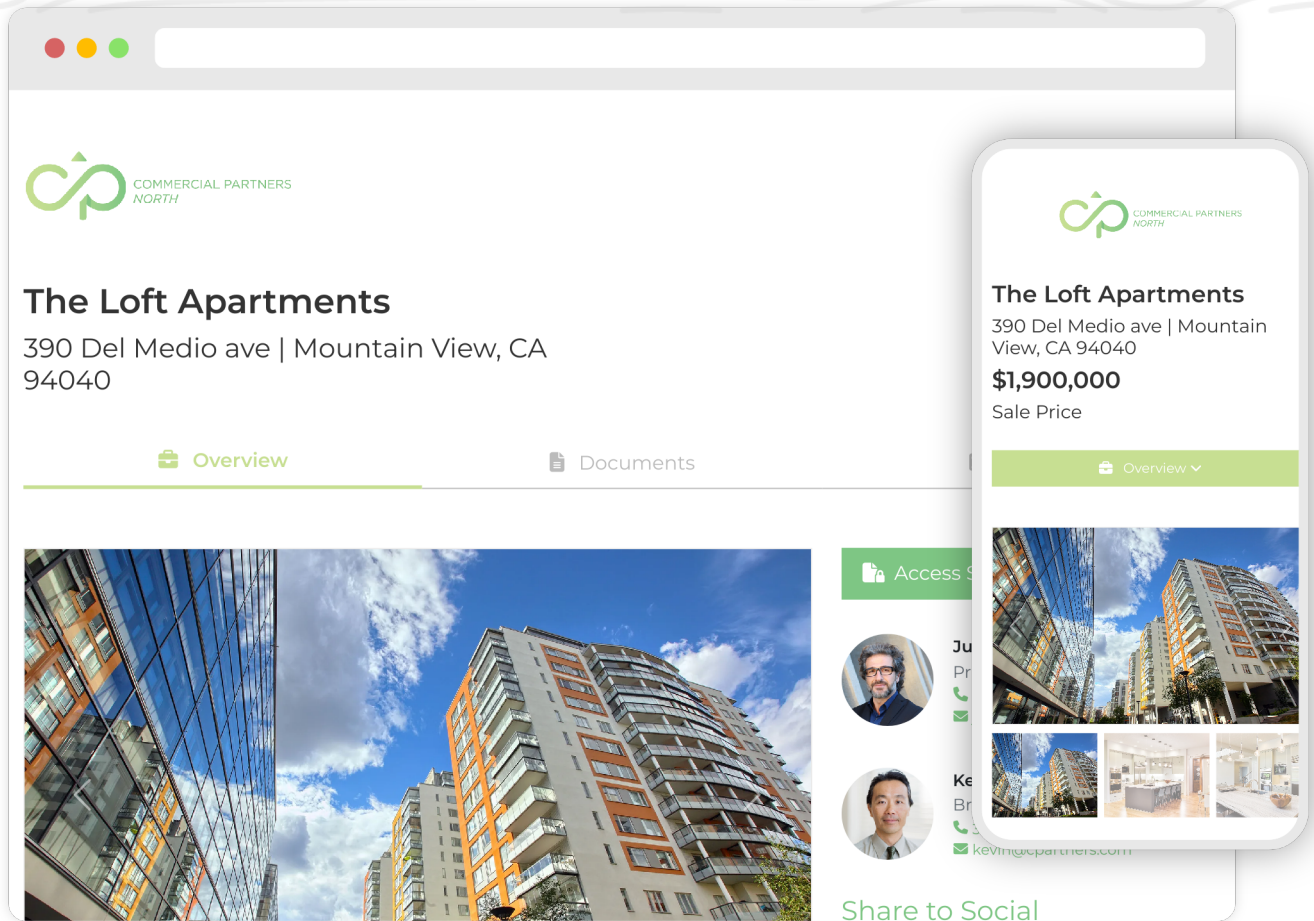
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COMMERCIALEDGE NETWORK
www.commercialedge.com

VIEW LISTING

SAMPLE - PROPERTY WEBSITE



PROPERTY WEBSITE

We create an individual webpage for each institutional listing accessible from Commercial Partners. The website includes extensive property information including the offering summary, a high-resolution photo gallery, property attributes, interactive maps, area information, demographic information, a digital offering memorandum and brochure, and a downloadable confidentiality agreement.



SAMPLE - MARKETING PACKAGES



FOR SALE

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 **COMMERCIAL PARTNERS**

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EXECUTIVE SUMMARY



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MARKETING PACKAGES

Our in-house marketing department creates a full-color Offering Memorandum. The Offering Memorandum contains all the comprehensive offering details and underwriting information necessary for interested investors to submit a qualified bid on the offering. The Offering Memorandum is distributed in hard-copy and digital format to a multitude of qualified investors.

