



Brokerage

Management

Development

Investment



City of Whitewater

## Municipal Representation Proposal

### **Presented By:**

Anderson Commercial Group LLC  
Ray Goodden-Senior Vice President  
Kristen Parks-Vice President

5000 S Towne Drive, Suite 100  
New Berlin, WI 53151

(P) 414.425.2700

(F) 414.425.2877

acgwi.com

## **Anderson Commercial Group Municipal Representation Proposal**

Anderson Commercial Group, LLC is a team-based real estate firm that manages diverse commercial real estate transactions, including residential and commercial development projects. ACG has been a leader in the Southeast Wisconsin market for over twelve years. Their philosophy is to serve clients with broker teams supported by administrative partners, enabling them to dedicate extraordinary attention to each client and deal to reach the best possible outcomes. With ACG, every client has devoted brokers who oversee the marketing, administrative work, negotiations, timelines, and preparations for closing.

In today's market, sales experience and a proven team are only some of the key components to ensuring successful municipal development and growth. Vigilant following of current marketing trends, extensive local networking, and creative solutions are important tools that Anderson brings to the table. Their sales and leasing history within Whitewater, involvement with other municipalities in the immediate area, their robust marketing plan, and their team members' diverse backgrounds all serve as crucial components in what they can bring to Whitewater's economic development success.

Ray Goodden and Kristen Parks have worked together as a team with ACG for over four years. In addition to their experience in commercial real estate, their partnership generates an efficiency and effectiveness that sets them apart from other agents.

Kristen's role within their team focuses on identifying properties and buyers; overseeing the marketing for each site; supervising administrative tasks related to listings, contracts, and offer timelines; and preparing parties for closings. She also closely monitors market updates, attending both public and private meetings. Kristen, has brought these roles to their representation with the City of Elkhorn over the past couple years.

Ray is the Senior Vice President at ACG. He has served as the company's leader in development for over twelve years. He works with both developers and municipalities in designing site plans, negotiating developer agreements, and public funding solutions. Ray has been hired by the Village of Mukwonago, Village of East Troy, and the City of Elkhorn for work on substantial developments, often procuring end tenants or the sale of municipal-owned lots. He works closely with municipal staff, attending regular market-and deal-update meetings and presenting opportunities to developers and buyers.

## **Anderson Commercial Group's Municipal Representation Marketing Plan and Consultation Services**

Anderson Commercial Group's method of municipal representation has proven incredibly effective over the years. They understand that communication and active participation in the community are essential for proper representation of any municipality. The following is their plan of action for representation of the City of Whitewater.

- ACG will offer support and consultation services to administration staff and their legal representation. This includes, but is not limited to initial market analysis, market updates, weekly meetings, identifying and procuring opportunity sites, assisting with site planning, negotiating developers' agreements and public funding programs such as TIFs with buyers, and assisting both sides in preparation for closing.
- ACG will create a customized marketing plan for each property to procure developers and businesses from within and outside of the community.

### **Individualized, Robust Marketing Plan:**

When working with ACG, clients rest assured that their team has a marketing plan that is modern and aggressive. Their strategies are constantly evolving to match the latest technologies and trends, capturing the largest audience to accomplish their clients' end goals quickly. The following is a detailed outline of the various marketing techniques their team employs:

- **Individualized Marketing Plan:** Each property will have a marketing plan customized to its unique characteristics and needs. This ensures that, not only do their marketing efforts reach the largest audience, but their agents spend significant time getting to know their properties, creating the best chance of success.
- **Information Flyer:** Every property, whether for lease or sale, has a professionally designed promotion flyer with important information, maps, and professional photos.
- **Online Listing Services:** All ACG properties have a dedicated page on their website. They are also listed on subscription-based commercial real estate marketing platforms including, but not limited to CoStar, CREXI, MLS, 42 Floors, LoopNet, TenX, and Catalyst.

- **Social Media Presence:** Advertisements, videos, and photos are regularly posted to their firm's social media accounts, including Facebook, Instagram, TikTok, YouTube, and LinkedIn.
- **Targeted E-mail Marketing:** Their team will set up targeted email blasts to send property information to specific groups of buyers. After the email has been sent and the results have been processed, a campaign data summary guides their agents to follow up with highest-quality leads to maximize outreach efficiency.
- **Community Networking:** Their brokers spend significant, crucial time in and around the community identifying businesses and potential buyers who may be interested in their listings. Brokers personally reach out to prospects to provide their marketing materials and additional information.
- **Signage:** Each property will have a large, commercial sign appropriately placed for the best possible visibility. They have a wide variety of signage types at their disposal to attract buyers and tenants.

#### **Brokerage and Agents' Commitment:**

Anderson Commercial Group and its brokerage team understand the commitment that municipal representation requires. Their team-based culture and devotion to personalized service ensure that they offer the attention required to achieve the best results for the City of Whitewater. The following outlines ACG's commitment to the city while serving as its dedicated representation:

- The representation of a municipality and the sale of its properties is a complex relationship. This service requires a brokerage that is experienced, with resources and a marketing plan that is comprehensive and aggressive. All agents of Anderson Commercial Group collectively represent the municipality and its available properties.
- Their team is knowledgeable and fully experienced in development processes and representation of municipalities. They are fully and enthusiastically prepared for the time and dedication required to provide superior service to the municipality.
- Their firm is fully committed to utilizing its wealth of resources in service of the City, including full-time administration staff, property managers, and marketing specialists to assist brokers with clerical work, advertising, and maintenance of the municipality.

**Contract Fee Schedule:**

Anderson Commercial Group and its brokers will advertise and offer consulting services for the city at no up-front cost. All expenses for marketing and administration within ACG are covered by the firm. No fees accrue until there is a closed sale on a city-owned property.

Because each municipality has different goals and objectives, we typically offer two fee structure options for municipal representation:

- A. The Firm's commission from a fully executed sale shall be 10% of the original list price or adjusted higher list price, whichever is greater, per tax key as identified in the listing contract. The sale shall not be considered final until the sale is approved by the City, which has full discretion to accept or reject a sale for any reason.
- B. The Firm's commission from a fully executed sale shall be a set amount for each parcel. The sale shall not be considered final until the sale is approved by the City, which has full discretion to accept or reject a sale for any reason.



## **Anderson Commercial Group's Representation Experience**

### **City of Whitewater Representation Experience:**

- 255 S Wisconsin St, Whitewater, WI 53190 - Seller's Representation/Sale
- 1065 Universal Blvd, Whitewater, WI 53190 – Landlord's Representation /Husco Lease
- 1121 Universal Blvd, Whitewater, WI 53190 - Seller's Representation/Sale
- 1202-1208 Bluff Rd, Whitewater, WI 53190 – Seller's & Buyer's Representation/Sale
- 1204 Bluff Rd, Whitewater, WI 53190 - Landlord's Representation/Lease
- 135 W Center St, Whitewater, WI 53190 - Seller's Representation/Sale & Landlord's Representation/Lease
- JNT's Marine Pros Portfolio: Seller's Representation
  - N7660 State Park Dr, Whitewater, WI 53190 - Sale
  - N8066 County Road P, Whitewater, WI 53190 - Sale
  - W7983 Highway 12, Whitewater, WI 53190 - Sale
- 234 N Prince St, Whitewater, WI 53190 - Buyer's Representation/Sale

### **Current Listings:**

- 848 E Commercial Ave, Whitewater, WI 53190 - For Sale
- 146 W Main St, Whitewater, WI 53190 - For Sale

### **Current Ownership/Property Management:**

- 1202-1208 Bluff Rd, Whitewater, WI 53190
- 234 N Prince St, Whitewater, WI 53190
- 135 W Center Ave, Whitewater, WI 53190

### **Other Municipal Representation Experience:**

- Mukwonago, WI
  - Chapman Farms: Worked with the Village of Mukwonago to procure a developer.
  - The Pointe Apartments: Procured a developer and led the process to completion of the comprehensive plan amendment and re-zoning of property.
  - Mukwonago Industrial Park: Procured numerous tenants within the industrial park.
- East Troy, WI
  - East Troy Industrial Park: Worked alongside the Village of East Troy to procure a developer for the park. Helped lead the process of establishing the current TID.



- Elkhorn, WI
  - Represents the City of Elkhorn in the sale of their green-field and shovel-ready sites. Working to identify land within the City's opportunity zones for residential and commercial developments.

**References:**

- Mikko Erkamaa, local developer, and property owner
  - Eileen Suhm, Village of East Troy Administrator/Treasurer/CDA Executive Director
  - John Weidl, City of Whitewater City Manager
  - Adam Swann, City of Elkhorn Administrator
- (Additional references available upon request.)

