



NATIONAL PLATFORM OPPORTUNITY



ALLIANCE NATIONAL OFFICE EXPANSION

Alliance is expanding its National Brokerage Office Program by providing an opportunity for Commercial Private Operators and regional brokerage firms to join the Alliance national platform in markets nationwide offering full US coverage aside other International working relationships currently in Canada, Mexico, Puerto Rico and London.

Working with the Alliance platform creates opportunities with corporate and institutional clients expanding coverage to attract a larger client-base in respective marketplaces, sub-markets and MSAs. Alliance promotes a teaming philosophy, enabling additional service competencies required by End-Users (EUs), Institutional clientele and governmental agencies.

STRATEGY

- Provide a bureaucracy-free corporate real estate services company with greater reach
- Unified platform case-work competencies in core SICs and select DIP, CORR and CSG practices
- Recruit independent firms that are strong performers in their respective market places

BENEFITS OF THE ALLIANCE NATIONAL PLATFORM

- National transaction management and corporate services retention qualification
- Increased revenues via expanded work-product, sf size and valuation
- Alliance office referral work product
- National branding
- Cost-sharing of platform marketing and data expenses
- Presentation and proposal strategies with extensive document libraries
- Advertising and media benefits
- Improved recruiting as senior CRE representatives understand the national platform benefits
- Attract greater headcount resulting in an expanded clientele
- Toll-free conference line for special projects and monthly inter-company strategy conferences

"It was very easy for me to make a decision, because our plan was to be aligned with an organization that provides a National Platform. But the different offices do indeed work together, sharing contacts and expertise and helping each other with clients' projects outside of their own markets."

Brian Buell
Director, Dallas Office

The Chicago office is set on doing deals of at least 100,000 square feet. A market the size of Chicago can sustain that kind of activity and takes on only four to five projects at a time. A retainer and pledge of exclusive assignment is a trade-off for the team's focus. "That's our gamble. But the client appreciates that more than anyone."

Alan Shaw
COO, Chicago Office

"It's really beneficial if you have an interest in going after large-scale build-to-suit. It is a large-scale brain trust that helps us operate more effectively in our market. You can't do that from a local shop."

Robert Cambo
Director, Miami Office

For more information visit www.AllianceCREAdvisors.com or call 312.624.9614

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