Example
REALTY

MARKETING SUBMISSION

SAMPLE

100 Example Road

Penrose, Auckland 1061

PREPARED FOR
Sample Property Holdings Limited

DATE
February 2027

METHOD
Deadline Private Treaty



Alex Example, Jordan Sample

COMMERCIAL SALE PROPOSAL

Example Realty

Thank you for the opportunity to present our recommendation for the sale of SAMPLE 100 Example Road, Penrose, Auckland 1061.

This proposal sets out how we would position the property, who we expect to be interested, how we would run the campaign and what we believe the market will pay.

Alex Example, Jordan Sample will lead the campaign and be your point of contact throughout.

WITHIN THIS PROPOSAL, WE HAVE ADDRESSED

01 Executive summary
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We look forward to discussing it with you.

This is a sample proposal

The agency, people, property, tenants, sales and figures on this page are made up, to show what a vendor sees. Your proposals carry your own brand, team and wording.

EXECUTIVE SUMMARY

The proposal in brief

METHOD OF SALE

Deadline Private Treaty

ESTIMATED SELLING PRICE

$8,790,000 to $9,430,000

plus GST (if any)

MARKETING INVESTMENT

$10,100.00

plus GST

COMMISSION

1.75%

Flat fee of 1.75% of the sale price (plus GST)

KEY DATES

Launch	11 February 2027
Deadline	11 March 2027

The opportunity

SAMPLE 100 Example Road, Penrose, Auckland 1061 is a sample multi-unit industrial investment with three established tenants and a weighted lease term of 3.15 years by income.

Pricing

We estimate a selling price of $8,790,000 to $9,430,000, on the passing income and method set out in the appraisal.

Campaign

A 4 week Deadline Private Treaty campaign, closing 11 March 2027, led by Alex Example, Jordan Sample.



02

The property

PROPERTY OVERVIEW

SAMPLE 100 Example Road

SITE AREA **7,200 sqm**	ZONE **Business - Light Industry Zone**
TENURE **Freehold**	LEGAL **Lot 1 DP 000000 (sample)**

A sample four-unit industrial estate on a 7,200 sqm freehold site, with two road frontages, a shared yard and 38 car parks. Three units are let to established businesses; Unit D, a 300 sqm warehouse and office, is vacant and ready to lease.

This property is made up to show how a finished proposal looks. None of its details describe a real property.



KEY STATS

The property in numbers

7,200 sqm
SITE AREA

4,050 sqm
LETTABLE AREA

$518,800
NET INCOME

3.15 years
WALE

92.6%
OCCUPANCY

PROPERTY DETAILS

The building

Property type	**Industrial**	Net lettable area	**4,050 sqm**
Gross floor area	**4,050 sqm**	Year built	**1998**
Car parks	**38**	Construction	**Concrete tilt slab with steel portal frame and long-run roof**
Warehouse area	**3,450 sqm**	Office area	**600 sqm**
Canopy area	**240 sqm**	Yard area	**1,800 sqm**
Stud height	**7.5 m**	Roller doors	**6**
Power supply	**3-phase, 400 amps (sample)**	Sprinklers	**Yes**
Tenure	**Freehold**	Zoning	**Business - Light Industry Zone**
Road frontage	**64 m**	GST on the sale	**Zero-rated (going concern, both registered)**

THE PROPERTY

Gallery





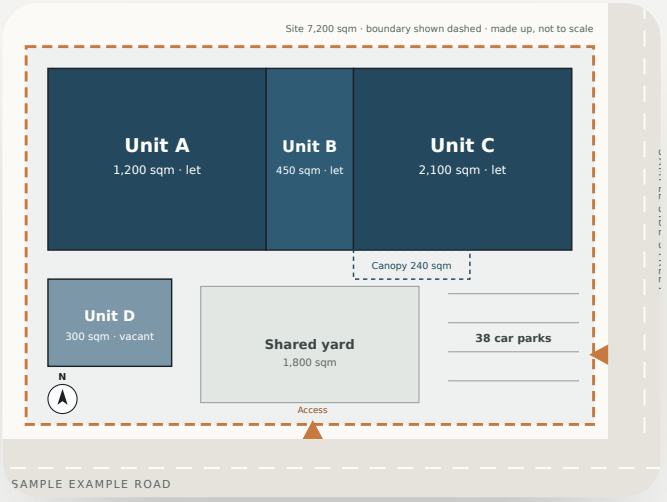




THE SITE

Site plan

A 7,200 sqm freehold site with frontages to two roads. Units A, B and C share a 1,800 sqm yard and 38 car parks. Unit D, the vacant warehouse and office, has its own access from the side street.



Made up and not to scale.

INCOME AND TENANCY

Tenancy schedule

GROSS INCOME

$613,800

a year, plus GST

NET INCOME

$518,800

after $95,000 outgoings

WALE BY INCOME

3.15 years

WALE BY AREA

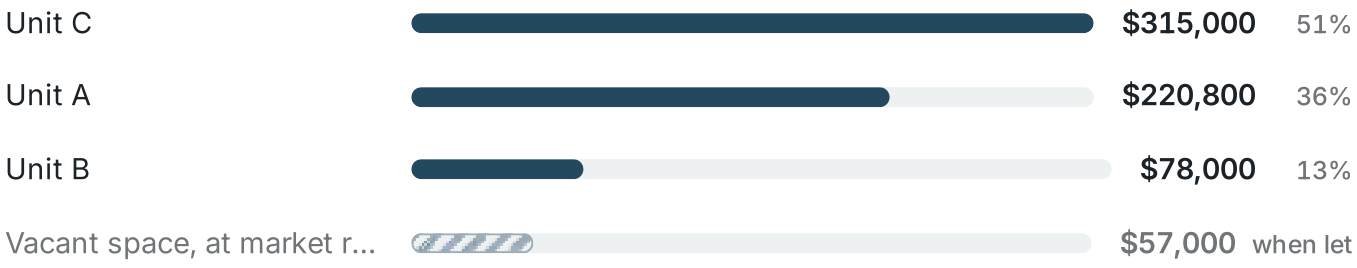
3.02 years

OCCUPANCY BY AREA

92.6%

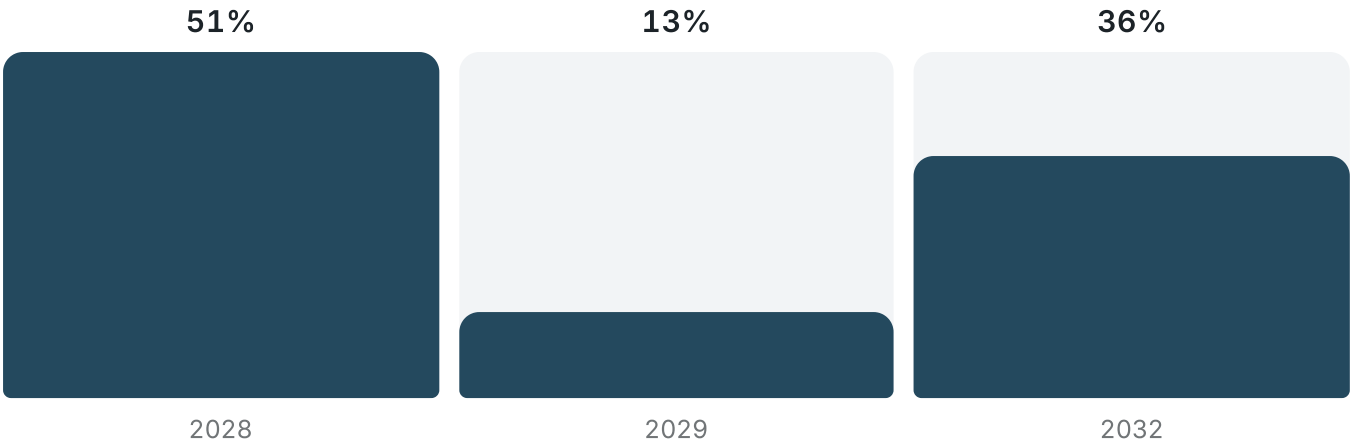
Income by tenant

Gross a year, plus GST



Lease expiry profile

Share of today's income expiring each year



TENANT	PREMISES	AREA (SQM)	LEASE	GROSS INCOME	EXPIRY	NEXT REVIEW	RENEWALS
Sample Tyres Limited	Unit A	1,200	Net	$220,800	31/03/2032	01/04/2027 (Market)	2 × 5 years
Sample Coffee Roasters Limited	Unit B	450	Semi-gross	$78,000	30/06/2029	01/07/2027 (CPI)	1 × 3 years
Sample Logistics Limited	Unit C	2,100	Gross	$315,000	31/12/2028	01/01/2027 (Fixed)	1 × 6 years
Vacant: Warehouse and office	Unit D	300	Net	$57,000 at market			
Total	**3 let, 1 vacant**	**4,050**		**$613,800**	**WALE 3.15 years by income, 3.02 by area**		

3 tenancies and 1 vacant space. Income expiring: 2028 51% · 2029 13% · 2032 36%. WALE measured from 31/01/2027.

TOWN PLANNING

Auckland Unitary Plan

Unitary Plan zoning. Business - Light Industry Zone (sample).

Unitary Plan overlays, precincts and controls. No significant overlays affect the sample site.

Flooding and overland flow. No mapped flood plain on the sample site.

What the zone allows

The Business - Light Industry Zone provides for warehousing, logistics, manufacturing and trade supply, with ancillary offices. (Sample wording.)



03

The market

MARKET OVERVIEW

The market today

Our view of the commercial market today, and what it means for your property.

Buyer demand

Private investors and syndicates remain the most active buyers of multi-unit industrial property between $5 million and $15 million. (Sample wording.)

Leasing market

Small and mid-size units lease quickly in the area, which lets a buyer price the vacant unit with confidence. (Sample wording.)

Yields and pricing

Recent sample sales show gross yields of 6.4% to 6.9%, with the strongest pricing for long leases and multiple tenants. (Sample wording.)

SALES EVIDENCE

Recent sales and yields

Each sale below shows the yield it sold on, worked out from its income at the time of sale on the basis shown (net or gross), along with the price and rate per sqm. Capitalisation of income is our primary method, and these yields set the rate we apply to your property's income.



$7,650,000 plus GST

Sample sale 1, Example Street

3,400 sqm warehouse, two tenants, 2.8 year WALE

Sold	28 October 2026
Land	6,100 sqm
Floor	3,400 sqm, $2,250 per sqm
Income	$525,000 a year, gross
Yield	**6.86%** gross
Zone	Light Industry

INFERIOR TO YOUR PROPERTY

Shorter lease term and a lower stud; we expect your property to sell at a firmer yield.



$10,400,000 plus GST

Sample sale 2, Example Avenue

4,600 sqm multi-unit estate, fully let

Sold	13 September 2026
Land	8,200 sqm
Floor	4,600 sqm, $2,261 per sqm
Income	$682,000 a year, gross
Yield	**6.56%** gross
Zone	Light Industry

SIMILAR TO YOUR PROPERTY

Closest match on size and tenancy mix; fully let, so a little ahead on income security.



$5,900,000 plus GST

Sample sale 3, Example Place

2,300 sqm single-tenant warehouse

Sold	2 December 2026
Land	4,000 sqm
Floor	2,300 sqm, $2,565 per sqm
Income	$398,000 a year, gross
Yield	**6.75%** gross
Zone	Heavy Industry

INFERIOR TO YOUR PROPERTY

Single tenant with a two year lease; buyers priced in the re-leasing risk.



The sample sales show gross yields of 6.4% to 6.9% for multi-unit industrial investments in the area. Your property sits in the middle of that evidence: a solid WALE and three established tenants, with one small vacancy that a buyer can lease up.

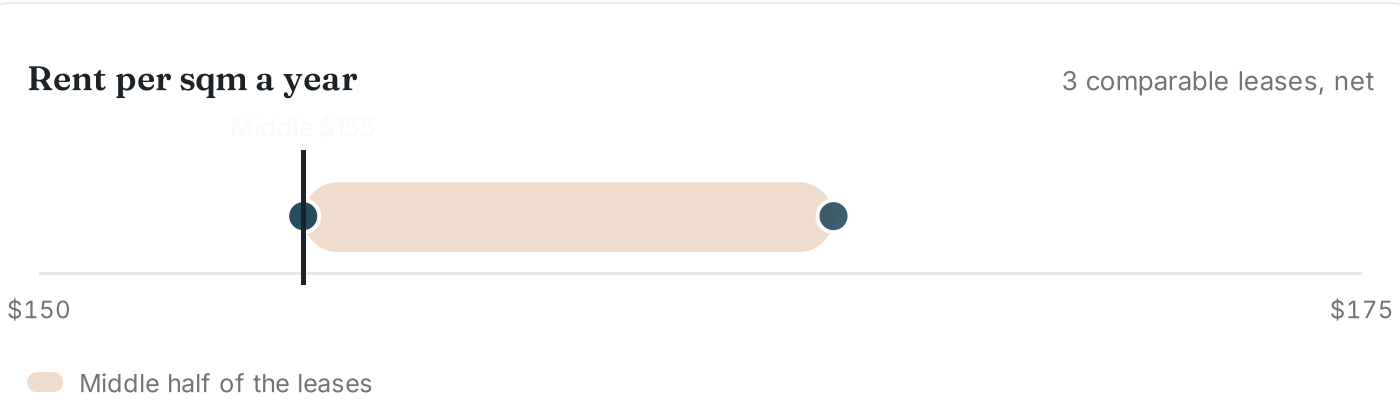
RENT BENCHMARKING

Market rent evidence

Recent leases of comparable space nearby, each as a rent per sqm on a stated basis. They set the market rent we adopt for your property, which is the income the capitalisation method values.

MARKET RENT ADOPTED

$150 to $165 per sqm a year, net, plus outgoings and GST

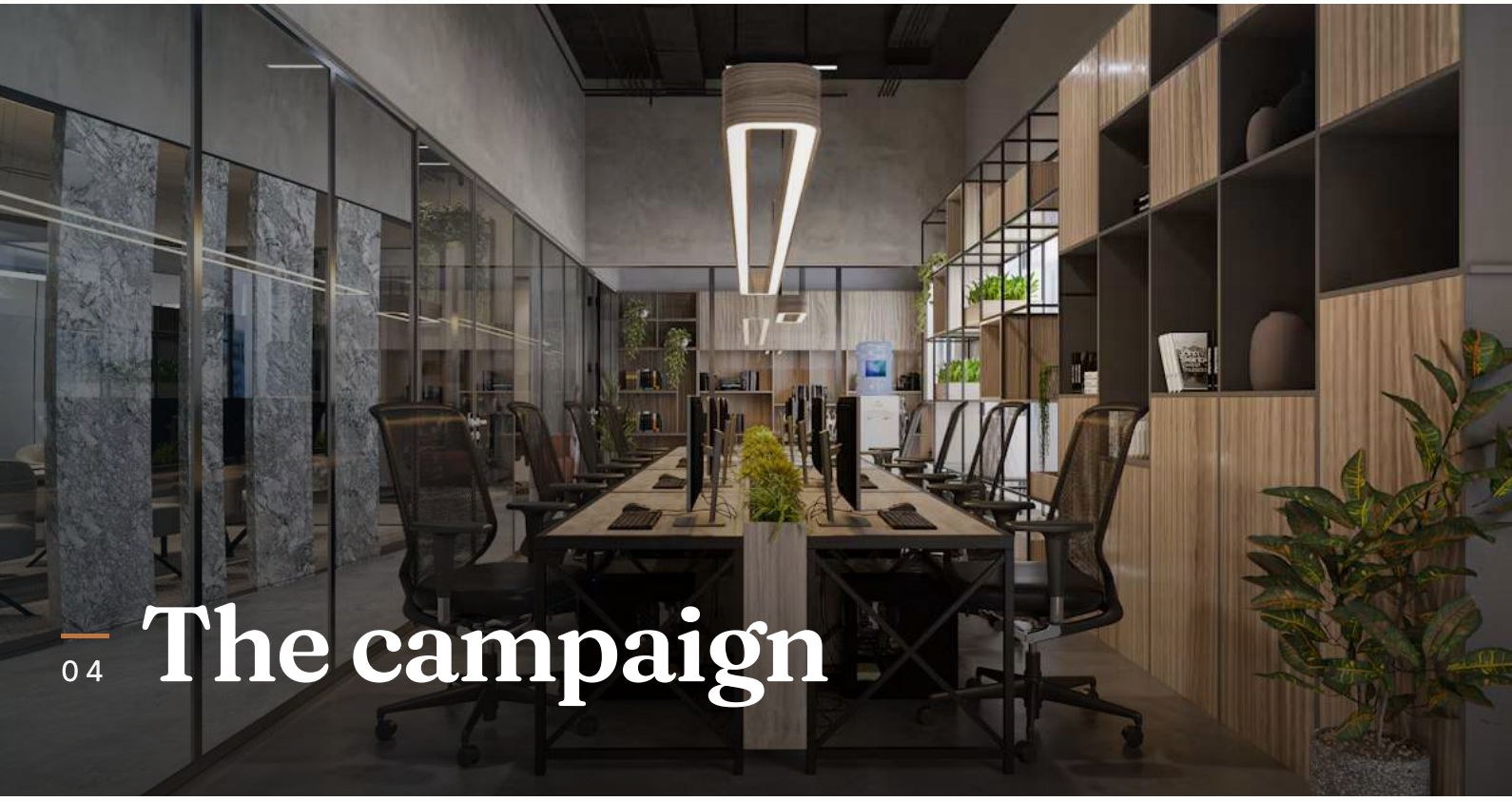


ADDRESS	USE	AREA	RENT A YEAR	PER SQM	BASIS	DATE
Sample lease 1, Example Street, Penrose	Warehouse and office	1,500 sqm	$232,500	$155	Net	Sample, 2026
Sample lease 2, Example Avenue, Mt Wellington	Warehouse	800 sqm	$124,000	$155	Net	Sample, 2026
Sample lease 3, Example Place, Onehunga	Showroom and warehouse	320 sqm	$52,800	$165	Net	Sample, 2026

Sample leases for illustration.

How your property compares

The passing rents sit at or slightly under the sample leases, which leaves room for growth at the next market reviews.



04

The campaign

CAMPAIGN STRATEGY

How we will sell it

Commercial buyers fall into three groups: owner-occupiers, private investors and syndicates or funds. Investors buy the income first and the building second, so the campaign leads with the tenancy schedule, the lease terms and the risks a buyer will price, and offers come in on firm numbers.

Information memorandum

A full information memorandum with the tenancy schedule, building reports, title and zoning, released to qualified buyers under a confidentiality agreement.

Direct approach

Calls to our database of active commercial buyers and to neighbouring owners before the property is advertised.

Due diligence

A data room opened early, so the buyer's due diligence period is short and conditions are few.

RECOMMENDED METHOD OF SALE

Deadline Private Treaty

> **This method of sale utilises a highly structured and extensive marketing campaign with a set date and time for offers to be made.**

HOW IT WORKS

4 week campaign

1. **Campaign launch**
   11 February 2027
2. **Deadline**
   11 March 2027
3. **Negotiation**
4. **Sold**

There is no prescribed sale document form and purchasers are encouraged to present offers that may contain purchaser conditions. In some cases, purchasers may present multiple offers. Purchasers are reminded that unconditional offers will be viewed favourably by the vendors.

The set date and time create a sense of urgency among purchasers. All offers are confidential between the purchaser, us, and the vendor which may result in an outlier price being offered.

This extra flexibility to accommodate purchaser requirements will often result in more varied offers and better market participation in the sale process. Furthermore, we recommend a brief period of negotiation after the set date with a shortlist of preferred purchasers who have submitted offers.

During this period we will negotiate with purchasers inviting them to submit a revised best and final offer. This sale method is also well suited to properties that may have multiple uses.

OUR APPROACH

How we'll get the best result

01

Preparation

The building, the income and the risks set out clearly before launch, so buyers can price it with confidence.

02

Exposure

Taken to owner-occupiers, private investors and syndicates through our database, the portals and direct calls.

03

Urgency

A set campaign with a clear closing date, so buyers do their checks early and come to the table on time.

04

Competition

Every offer weighed side by side, so buyers compete with each other rather than with the asking price.

05

Negotiation

We work the best offers on price and terms, and you decide at every step.

MARKETING PLAN

Who we'll target

Who we will target, and where they look for commercial property.

As part of the agent led activity, we have a list of buyers we expect to be interested. They have bid on similar commercial properties, enquired on our recent campaigns, or are owners and investors we speak with regularly.

MARKETING ELEMENTS

How buyers will find it

Press

Print advertising in the commercial property pages, timed to the launch of the campaign.

Online portals

The property is listed on the main commercial property websites, with full photography, floor plans and a link to the information pack.

E-brochure

A dedicated email brochure goes to the buyers on our database who match the property, with a reminder before the campaign closes.

E-newsletter

The property features in our email newsletter to commercial buyers, investors and advisers.

LinkedIn

Posts on our company and agent LinkedIn pages reach business owners, investors and their advisers.

Signboard

A signboard on site, with the property's key points and our contact details.

MARKETING BUDGET

Investment in the campaign

TOTAL, EXCLUDING GST

$10,100.00

TOTAL, INCLUDING GST

$11,615.00

Where the budget goes

Excluding GST



Online	$3,200	32%	Print	$3,050	30%
Photography	$2,650	26%	Social	$1,200	12%

ITEM	COST (EXCL. GST)
PHOTOGRAPHY	
Professional photography	$950.00
Drone photography and video	$1,250.00
Floor plans	$450.00
ONLINE	
Trade Me Property premium listing	$1,150.00
realestate.co.nz listing	$450.00
Commercial portal feature	$1,600.00
SOCIAL	
LinkedIn and Instagram campaign Weekly × 4	$1,200.00
Email to our investor database	$0.00
PRINT	
Signboard, 2.4 m x 1.8 m	$1,850.00
Information memorandum design	$1,200.00
Total excl. GST	$10,100.00
GST	$1,515.00

ITEM	COST (EXCL. GST)
Total incl. GST	**$11,615.00**

MARKETING TIMELINE

Key dates

CAMPAIGN LAUNCH	DEADLINE
11 February 2027	11 March 2027
CAMPAIGN LENGTH	**METHOD**
4 weeks	Deadline Private Treaty

3 FEBRUARY 2027
Agency agreement in place. Photography and drone booked.

5 FEBRUARY 2027
Title, LIM and tenancy schedule reviewed.

7 FEBRUARY 2027
Photography and floor plans.

10 FEBRUARY 2027
Information memorandum ready for your sign-off.

11 FEBRUARY 2027
Campaign launch on all portals.

12 FEBRUARY 2027
Signboard up. Email to our investor database.

18 FEBRUARY 2027
First weekly report to you.

25 FEBRUARY 2027
Second weekly report. Second round of investor calls.

4 MARCH 2027
Third weekly report.

11 MARCH 2027
Deadline closes 4pm.

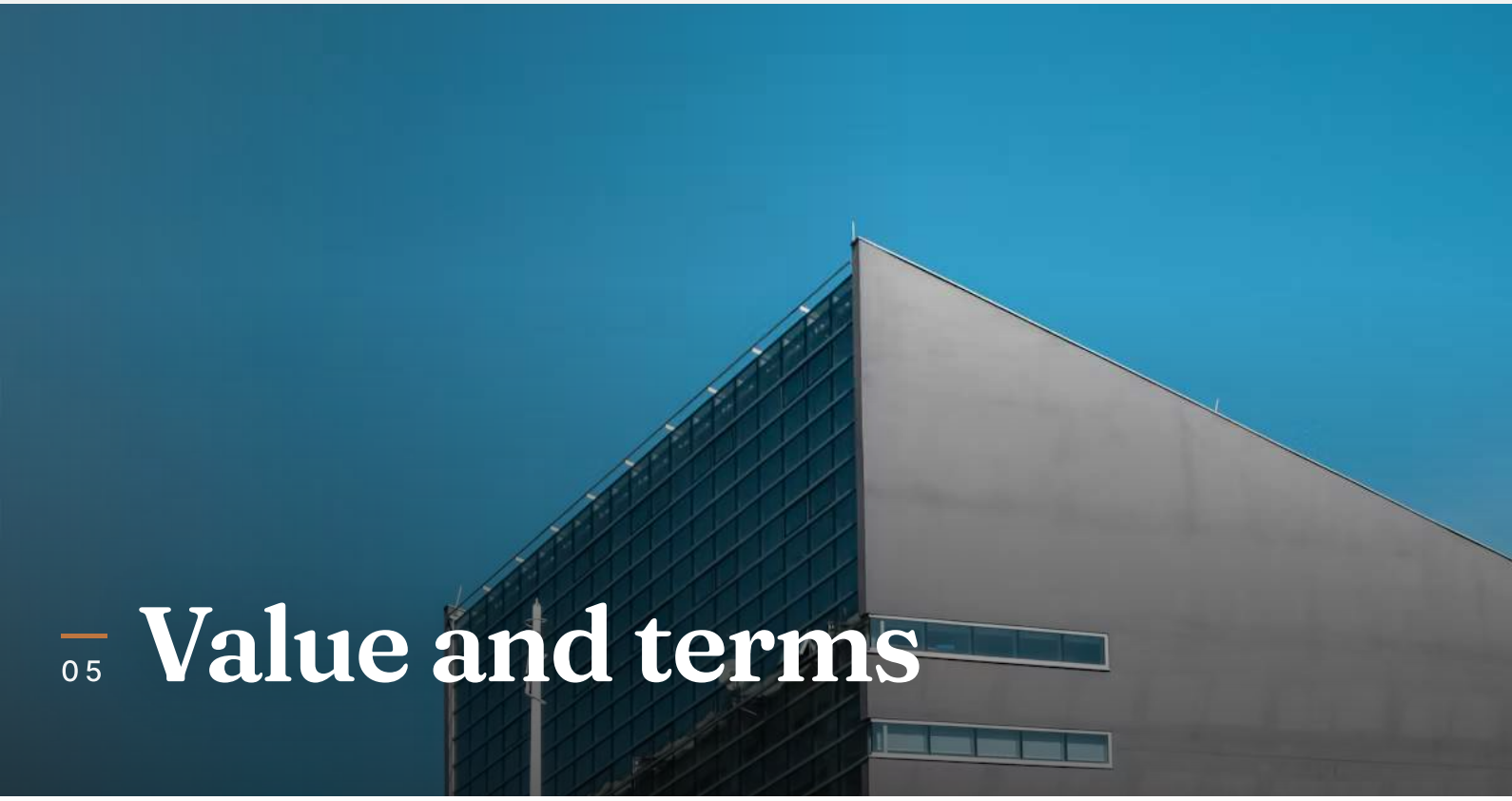
DURING THE CAMPAIGN

21 working days in Auckland, Thu 11 Feb to Thu 11 Mar 2027

PUBLIC HOLIDAYS None during the campaign.

SCHOOL HOLIDAYS None during the campaign.

Sources: employment.govt.nz, the Ministry of Education and each school's term dates. State schools may start or finish a few days either side.



05

Value and terms

APPRAISAL

Our view of value

$8,790,000 to $9,430,000 plus GST (if any)

Based on the income the property earns today, checked against its fully let potential.

Opportunistic
$8,790,000 to $9,005,000

Balanced
$9,005,000 to $9,215,000

Aspirational
$9,215,000 to $9,430,000

PRIMARY: INCOME TODAY

Net income as let today, a year	**$518,800**
Cap rate	**5.50% to 5.90%**
Range	**$8,790,000 to $9,430,000**

CROSS-CHECK: FULLY LET

Net income with the vacant space let at market, a year	**$575,800**
Cap rate	**6.00% to 6.50%**
Less 6 months' letting-up downtime	−$28,500
Less 3 months' rent-free	−$12,000
Less leasing fees at 15% of a year's rent	−$7,200
Range	**$8,810,000 to $9,550,000**

Net yield, passing **5.50% to 5.90%**

Gross yield, passing **6.51% to 6.98%**

We capitalise the net income, after all outgoings, at yields set by comparable sales. As a cross-check, we capitalise the fully let income at a softer yield, less the cost of letting up the vacant space.

This is an estimate of market value. We will work hard to exceed it.

Our commission for a sole agency campaign is a flat fee of 1.75% of the sale price (plus GST). On a successful sale this is a fee of approximately $153,825 to $165,025 (plus GST).

YOUR TEAM

Meet the team



Alex Example

Commercial Sales

A made-up agent for this sample. Your own team, photos and track record appear here.

021 000 0001

alex@example.com



Jordan Sample

Director

021 000 0002

jordan@example.com

AGENCY APPOINTMENT TERMS

Working together

Appointment

We recommend a sole agency appointment for the campaign period, so one team manages every enquiry and negotiation on your behalf.

Commission

Flat fee of 1.75% of the sale price (plus GST).

Reporting

You will receive a written campaign report each week, with enquiry numbers, inspection feedback and our recommendations.

NEXT STEPS

Ready when you are

1. **Agree the campaign**
   Sign the agency agreement and confirm the marketing.
2. **Prepare**
   Photography, the information pack and the buyer list.
3. **Launch**
   On 11 February 2027, closing 11 March 2027.



Alex Example
Commercial Sales
021 000 0001 Email



Jordan Sample
Director
021 000 0002 Email