



FORWARD ECHELON W.L.L

SALES PROCESS

HOW OUR SALE PROCESS WORKS

COMPANY PROFILE

We are a private family Investment office we invest in realestate and private equity.



Feasibility Study

Often an extension of our opportunity study in business services. The purpose of this service is to map all needs of the project (the brief) and their potential outcomes so that a decision to proceed is fact based. Scope may include confirming market vision, schematic design performance, BCA, cost, ESD and stakeholders.



Cost Planning

Forward Echelon VC has an experienced internal team of cost planners and estimators. We typically utilise the design and construct methodology and will produce elemental rated estimates and full bill measures which can be quickly market tested. Our focus is on cost performance and value.



Planning

Can the project be delivered faster? Today speed to market is often critical. Forward Echelon VC and affiliates will prepare a detailed precedence program that lets the client actively test all the assumptions and opportunities with immediate feedback.



Property Management

Most property investors either don't have enough time to manage their property or they just don't know how to do it correctly. Forward Echelon VC can successfully decide this task. Forward Echelon VC's affiliates will always help you get the best tenants and the highest possible rent. Meet the demands and requirements of both the landlord and the tenant. Forward Echelon VC does it correctly and professionally, our work brings profit to the landlord and satisfaction to the tenant.



Marketing

Property marketing solutions provide unique services like property websites, virtual tour, hdr photography, window displays, floor plans, sms property alerts & sign boards for estate agents which guarantees you an unfair advantage over your competitors.

You just need to ask yourself which you'd rather have the same worn out and abused, mass marketing campaigns that every one else uses or a genuine competitive edge?

We can help you dramatically increase the exposure of your properties on local regional and national level with unique Intelligent Property Marketing Solutions.

No more wasted Time and Money on property marketing that doesn't deliver! Just an opportunity to control your future by skyrocketing your sales and sending your profits through the roof!



Procurement

Is set to become one of the critical aspects of a projects success. The market is at full production. Clever procurement will substantially improve a projects performance.

The Sales Process

1. PRE-PURCHASING DUE DILIGENCE

- Compile all pertinent due diligence information and documents
- Review and understand the dynamics of each asset
- Photograph each asset
- Conduct physical inspection of each asset
- Provide recommendations
- Prepare marketing materials (digital teaser, offering memorandum, flyer) and secured web site (upload materials on a secured portal (offering memorandum, leases, property condition reports, environmental reports, etc.)

2. MARKETING

- Digital teaser released to a database of 5,000+ fully qualified investors
- Confidentiality agreement “CA” executed by each investor
- Forward Echelon W.L.L build show house or VR app and a website
- Throughout the marketing process, additional documents can be posted
- Mailing of flyers/postcards to area investors
- Post records on additional web sites (Company website, LoopNet, LinkedIn, News Funnel)
- Investor outreach and follow up by phone and e-mail
- Property tours

The company (FE) provides detailed reports to client, including number of signed CA's, number of property tours, etc.

3. BIDDING

- A pre-approved indicative bid deadline is set and outlined in the teaser and Offering Memorandum
- Upon receipt of bids, The company (FE) pre-qualifies all interested investors
- The company prepares a bid matrix and meets with client to review and select best qualified bids for a final round
- The company conducts financial analysis/underwriting as needed
- Final bid round and award of contract

4. CONTRACT EXECUTION

5. DUE DILIGENCE (IF ANY)

6. CLOSING

Sample Sales Time Line

BUSINESS DAYS	0-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65
PHASE 1: Pre-Marketing due diligence													
Compile all pertinent due diligence information and documents	x	x											
Review and understand the dynamics of each asset	x	x											
Photos of each asset	x	x											
Conduct physical inspection of each asset	x	x											
Provide Recommendations	x	x											
Prepare marketing materials and secured website	x	x	x										
PHASE 2: Marketing													
Marketing program kick off				x									
Digital teaser released to 10,000+ fully qualified investors				x									
Mailing postcard to area property owners pursuant to request of seller				x	x								
Investor Outreach and follow up by phone and email				x	x	x	x						
PHASE 3: Bidding													
Indicative bid period				x	x	x	x						
Responses to investor questions and/or requests for additional documentation				x	x	x	x						
Upon receipt of bids, Forward Echelon W.L.L (FE) prequalifies all interested investors				x	x	x	x						
(FE) prepares a bid matrix and meets with clients to review and select best qualified bids for a final round								x					
Final bid round								x	x	x			
Award of contract											x		
PHASE 4: Contract													
Negotiation											x	x	
Execution											x	x	
PHASE 5: Due Diligence (if any)													
PHASE 6: Closing													
Seller	x												
Forward Echelon W.L.L					x								
Purchaser								x					
Seller's Attornery											x		

*Length of time varies by client objectives and pricing strategy.
Additional rounds of marketing and/or bid deadlines
are imposed on an as-needed basis.*