

THE PRO-ACTIVATOR ADVANTAGE™

We work with ambitious,
forward-thinking landlords.

We created
The Pro-Activator Advantage™

This advanced process helps you fill up
your building quicker and maximize your
revenue by proactively finding and closing
high-quality tenants.

It also helps you avoid
The Sign-Only Trap™



**Pro-Activator
Advantage™**



THE PRO-ACTIVATOR SCORECARD™

To help you clearly understand your current situation, rate your reactions to each pair of phrases. Decide where you lie on a scale from 1 to 10. Add up your total from each column.

| | | | | | | | | | | | |
|--|---|---|---|---|---|---|---|---|---|----|---|
| 1. We do not have a vision for the future success of our property | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | We do have a vision for the future success of our property |
| 2. We do not have a plan for achieving our property vision | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | We have a plan for achieving our property vision |
| 3. We are not fully confident that we can lease all of our space | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | We are fully confident that we can lease all of our space |
| 4. We are not confident that we will get the best price for our space | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | We are confident that we will get the best price for our space |
| 5. We are not attracting the kinds of high-quality tenants that we desire | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | We are attracting the kinds of high-quality tenants that we desire |
| 6. We find the leasing process to be slow, complicated and disorganized | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | We have a leasing process that is quick, simple and organized |
| 7. We have taken a passive approach to marketing our space | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | We take a proactive approach to marketing our space |
| 8. We typically put up signage and wait until a prospect contacts us | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | We proactively "knock on doors" to solicit potential tenants |
| 9. We do not receive the knowledge, advice and resources we need to optimize our leasing | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | We do receive the knowledge, advice and resources we need to optimize our leasing |
| 10. We do not feel everything is being done to optimize our leasing | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | We do feel everything is being done to optimize our leasing |

ADD COLUMN TOTALS

YOUR SCORE



**Pro-Activator
Advantage™**

OUR THREE PROGRAMS

LEVEL 1

1

THE PRO-ACTIVATOR PROGRAM

Membership Benefits:

Proactively market property

Social media marketing (Spacelist, CoStar™, Instagram, LinkedIn, Facebook, Mailchimp)

Signage

Alberta Commercial Real Estate network

LEVEL 2

2

THE ENHANCED PRO-ACTIVATOR PROGRAM

Membership Benefits:

Advanced listings & engagement reports

Dedicated Pro-Activator team assigned to your property

Premium Listing Exposure to reach greater audience (silver listing CoStar™)

Updated quarterly market reports

Advanced marketing materials & notifications

Alberta Commercial Real Estate network

Digital Video Marketing

Social media marketing (Spacelist, CoStar™, Instagram, LinkedIn, Facebook, Mailchimp)

Signage

LEVEL 3

3

THE TOTAL PRO-ACTIVATOR PROGRAM

Membership Benefits:

Advanced listings & engagement reports

Dedicated Pro-Activator team assigned to your property

Premium Listing Exposure to reach greater audience (silver listing CoStar™)

Updated quarterly market reports

Advanced marketing materials & notifications

Alberta Commercial Real Estate network

Social media marketing (Spacelist, CoStar™, Instagram, LinkedIn, Facebook, Mailchimp)

Digital Video Marketing

Monthly reports

Physical visits to prospective tenants

Advanced signage

**CONTACT
YOUR AGENT
FOR PRICING**



**Pro-Activator
Advantage™**