CREW Real Estate
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Co-Operative Real Estate Worldwide
COMMERCIAL • RESIDENTIAL • PROPERTY MANAGEMENT

Principal Broker
Shellee Haines

October 30, 2019

Ivins City
Dale T. Coulam
55 N. Main Street
Ivins, UT 84738

Dear Mr. Coulam,

CREW Real Estate would love the opportunity to sell the 15.52 acres on Center Street for Ivins City. My name is Shellee Haines, the Principal Broker and Owner of CREW Real Estate. I was formerly the Director of the Commercial Division of RE/MAX First Realty. Having been an agent for 16 years in Southern Utah, I have completed numerous land sales both Commercial and Residential and feel excited and confident in representing Ivins City.

That is good news that the City has received numerous offers on the property. My first questions for you would be, what are the key factors in accepting an offer; is it purchase price, use or other? The answers to this question would determine the marketing plan.

Unlike most commercial agents in the area, CREW is also a member of the National Association of Realtors and the local Washington County Board of Realtors giving our clients a HUGE advantage with access to more agents both residential and commercial and their investors/builders/resources. We are also members of ICSC International Council of Shopping Centers, CCIM Commercial Investment Marketers and many more groups. The property would be marketed using all these platforms as well as LoopNet/CoStar, CREXI digitally. Most importantly myself and my team will be proactive in reaching out to our sphere of influence which includes past buyers, known investors and developers personally.

- The total fee if the buyer is procured by the Listing Agent would be 4%
- The total fee if there is a cooperating agent representing the buyer would be 5% (3 to buyer agent, 2 to listing agent)
- The total fee if the buyer is one of the parties that made a prior offer or if Ivins City otherwise procures the buyer; we need to talk about. There are too many variables on that one. I would certainly want to be compensated for my time and resource expenditures. The proper marketing for this type of property is expense. Is the City going to also be actively seeking a buyer during the listing period using the same platforms? Certainly, combining efforts is brilliant but one would hope we can work

together and pool energies for the desired outcome as team. Just a thought that needs more discussion.

- The listing period requested would be the standard 6 months that we hopefully do not require its entirety with a protection period of 3 months
- I personally would be the main agent handling the marketing and successful sale

Signage would be as allowed and desired. I have a huge yet tasteful sign up off the freeway in Leeds for a 620-acre parcel; which I have listed, and I also have numerous signs around town which you may have seen of varying size commensurate with the product being sold.

Please see the packages attached as well as the beautiful drone photography that I use on my marketing material.

May I suggest we get together to discuss the property and the things I may have failed to answer satisfactorily. I also am happy to provide references from past and present clients.

Most importantly, I believe we need to be a team to get the job done and be friendly and approachable for the prospective buyers and guide everyone thru the process of a successful transaction. Getting the offer is the easy part, keeping everyone happy and providing good information and managing expectations during due diligence is where the money is earned.

Hope to talk soon!

Shellee Haines
Principal Broker
CREW Real Estate