

The Market ICI World Network

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Enter info and search at www.iciworld.net

WANT SHEET - USE HEADINGS WHERE APPLICABLE.

(Blank for you to photocopy, fill in and delegate to someone to place for you)

Make sure you place the word Wanted at the beginning of your Subject Line. Photo copy this form. Carry them in a legal size file folder in your briefcase. They are like a pilot's checklist for a broker. Enter the info on the Internet. Fill in the blanks in pen and fax it. No cover sheet required. Any headings not filled in will not appear. If there isn't enough room for "Comments/Sizzle" write your information anywhere and refer to it. Faxed ads \$5 each. Unlimited Free Ads when you place them on the Internet yourself. Go to <http://www.iciworld.net>. Click on Member Management, Click on Add/Modify/Delete. Fill in the blanks. Send the form. It is instantly on the Internet for the world to see. It also gets circulated to the industry by way of Email List Servers. Over 10,000 Emails deliver information daily to the public. You can also place your own Email, Home Page links under My Record. They will automatically be placed in every have/Want Message/Listing. You can also link to anything on the Internet such as photos, Chamber of Commerce's, Economic Development Agencies, Virtual Tours and more, absolutely free! In Member Management, click on Resource Center, Look for Help Files for The Market ICI Network.

WANTED - Make sure you place the word Wanted at the beginning of your subject line! Use geographic limitations such as London to Oshawa, and price ranges such as \$1M-\$1.5M and size ranges such as 50-100 units.

Subject: IT SHOULD CONTAIN AT FOUR INGREDIENTS: AREA (Location), TYPE, PRICE AND/OR SIZE AND SIZZLE and in this same order. For Location refer to a major center ie: 2 hr. to Toronto, 1hr. to Los Angeles. Include the word Photo in brackets if you have a photo. Short forms where necessary are M-Million ie: \$1.75M, sf for square feet ie: 2,400sf, K for thousand ie: \$375K, Ac.- acres, NOI- net operating income. If you are not receiving calls, try changing your subject line. Call us for a review of your listings.

(160 characters 3 lines of text. Keep typing on line until you can not type any more. It is this line that is circulated around the world and locally in many ways including by fax. No one will read the body of your ad unless this subject line triggers interest.)

Type:

Geographic Limitations:

Price Range:

Size Range:

Yield expectations:

When:

Comments/Sizzle:

Owner/Client Details

Client Type:

Client Problem:

Objective:

Motivation Rating:

Client Will:

Wants:

Explain Client's Motivation:

Broker's Recommendations to Transaction:

Explain any time Factors of "Drop Dead" Dates:

Control:

Contact: