

Fort Collins's Marketplace Continues Its Efforts in Climatewise Program

Platinum Partner 2011 Accomplishments:



- Reduced electrical usage by 41,517 kWh from lighting retrofit
- Diverted over 1,152 cubic yards of cardboard from landfills
- Reduced irrigation water usage by 122,034 gallons
- Promoted ClimateWise events and participation to 17 tenants at Fort Collins Marketplace at quarterly merchant meetings
- Completed lighting retrofit at Broomfield Plaza, saving approximately \$2,200 by replacing 400-watt high pressure sodium lamps with 320-watt pulse start, metal halide lamps

We Received the Platinum Award for the 2nd Straight Year!

FORT COLLINS MARKETPLACE: RED WING SHOES
COTTONWOOD LIQUORS

BROOMFIELD PLAZA: ALPHA OMEGA CHIROPRACTIC
HUNTINGTON LEARNING CENTER • BLACK JACK PIZZA

WANEKA MARKETPLACE: GAME STOP • H&R BLOCK

ARVADA MARKETPLACE: EXECUTIVE RECYCLING

CITADEL CROSSING: FAMILY CHRISTIAN
SALLY BEAUTY SUPPLY • RED WING SHOES

**100%
RENEWAL
RATE IN
2011**

Lori Giggey Takes on New Role with Twin Peaks Mall



Lori Giggey (Property & Marketing Manager) has been the on-site marketing manager at Twin Peaks Mall for the last 3 years prior to joining NewMark Merrill in 2010. NewMark Merrill's acquisition, and planned redevelopment, of Twin Peaks Mall has added the role of *Property Manager* to Lori's title. As the Property and Marketing Manager she will be spearheading the community outreach for redevelopment efforts of Twin Peaks Mall while handling the day-to-day operations of the 600,000

square foot property. In her new role, Lori will also oversee the operations and marketing activities for the 336,000 sq. ft. Harvest Junction North and South. Her community relationships and previous experience in managing/marketing for major retail redevelopers will fit perfectly with her upcoming responsibilities for Twin Peaks Mall.

NewMark Merrill Creates New Jobs



Kyle Koch (Property Manager) graduated Magna Cum Laude from Metropolitan State College of Denver in May of 2011 with a Bachelor's in Business Management. He has been part of "Who's Who in American Universities and Colleges" from 2008 through 2011 as well as an active member of the Urban Leadership Program. Before coming to NewMark, he worked as a Management Intern for Denver's Comedy Works and an Operations Intern for the Better Business Bureau of Denver/Boulder.

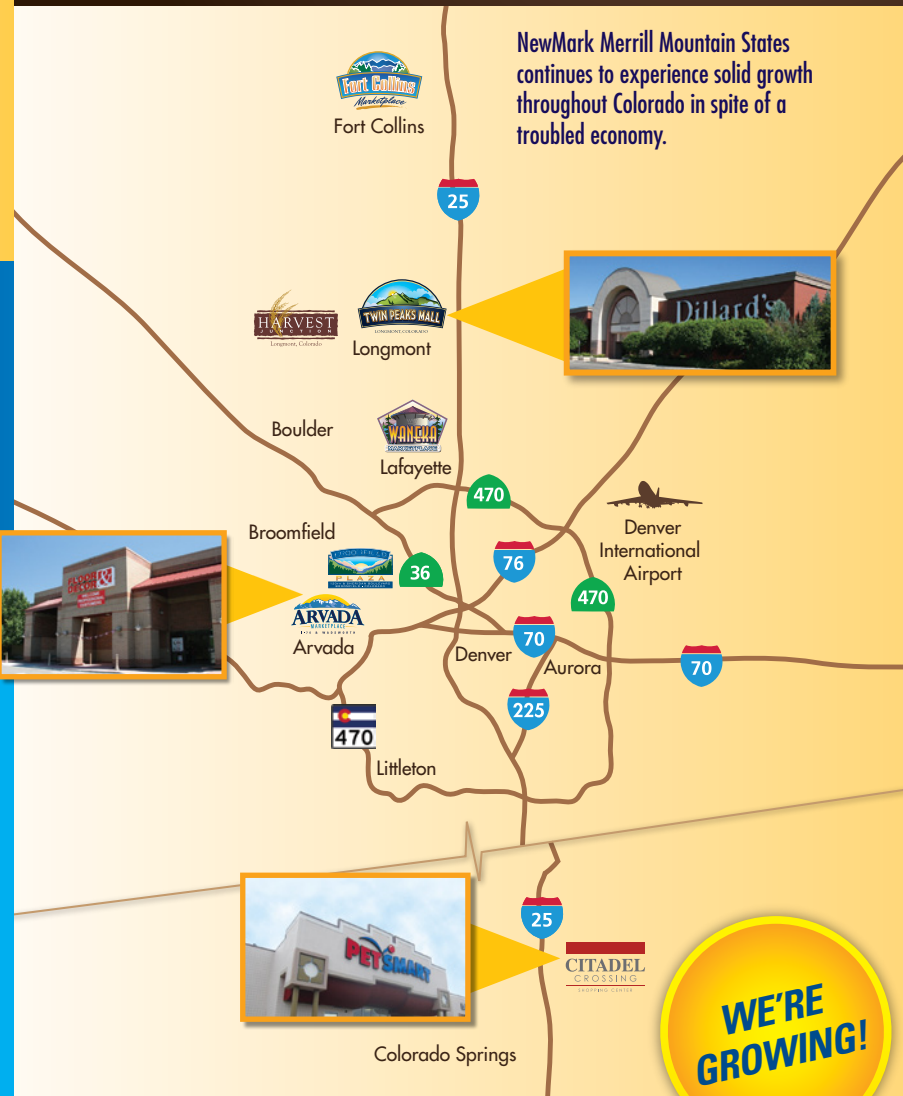


Kittery Barrows (Assistant to Allen Ginsborg) has over 20 years of experience as an Administrative Assistant, as well as a varied background working in both the construction and IT industries. Her last position was with the University of Colorado as the Program Manager for the Nanomaterial Characterization Facility where she worked with large entities such as DARPA, Intel and the United States Air Force. She is happily married to her husband, Keith and they have three children.



Ross Carpenter (Leasing Associate) supports the Mountain States division in its leasing efforts for existing shopping centers as well as the acquisition of new centers. Prior to joining NewMark Merrill Companies, he spent several years as a consultant providing brokerage and financial analysis services to area developers. He is a native of Colorado and graduate of Colorado State University. In addition to being a licensed real estate broker in the state of Colorado, he is also a LEED® Accredited Professional.

ECONOMIC TIMES ARE TOUGH... BUT WE'RE STILL GROWING.



COLORADO PROPERTIES:

Arvada Marketplace
Arvada, CO
164,611 Sq. Feet

Fort Collins Marketplace
Fort Collins, CO
79,071 Sq. Feet

Twin Peaks Mall
Longmont, CO
555,602 Sq. Feet

Broomfield Plaza
Broomfield, CO
105,064 Sq. Feet

**Harvest Junction
North & South**
Longmont, CO
322,816 Sq. Feet

Waneka Marketplace
Lafayette, CO
93,699 Sq. Feet

Citadel Crossing
Colorado Springs, CO
470,000 Sq. Feet

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NewMark Merrill
MOUNTAIN STATES

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NewMark Merrill Mountain States



LONGMONT, COLORADO

NewMark Merrill Mountain States Acquires Twin Peaks Mall in Longmont

New Owner Plans to Redevelop Property in Line with Community Preferences



Allen Ginsborg
Managing Director and Principal,
NewMark Merrill Mountain States

NewMark Merrill Mountain States announced that it has acquired Twin Peaks Mall in Longmont. The privately held company has been managing the 555,000 square-foot, fully enclosed mall since October of 2010 on behalf of its previous owner, Panattoni Development Company, and now looks forward to its new role as owner/operator.

The anticipated redevelopment plan is estimated to cost between \$25-\$50 million and will include a complete re-branding of the center.

"We are very pleased to add Twin Peaks Mall to our growing portfolio of fine Colorado properties," said Allen Ginsborg, Managing Director and Principal, NewMark Merrill Mountain States. "Twin Peaks is a well-known retail crossroads in the heart of this vibrant community, and as the new owner we look forward to strategically repositioning it to offer fresh experiences, including more high-quality shopping, dining, and entertainment choices, for people here in Longmont."

Ginsborg negotiated the acquisition with the principals at Panattoni Development Company and Bank of America, the lender for the project.

Ross Carpenter of NewMark Merrill Mountain States conducted due diligence and underwriting. The acquisition was funded with private capital as well as a loan negotiated by Jay Brooks and Gary Mozer of George Smith Partners.

"The Twin Peaks Mall redevelopment has been a longtime priority for residents and city council," said Longmont Mayor Pro-Tem Gabe Santos. "The City is engaged in this project and we believe that working with NewMark Merrill will be the first step towards revitalizing the area, keeping retail sales tax dollars in Longmont and creating a project that the community will embrace."

"We are delighted to increase our commitment to the Colorado market with this outstanding opportunity to bring additional quality retail to the City of Longmont," said Sandy Sigal, Chief Executive Officer, NewMark Merrill Companies. "For too long, Longmont citizens have been pulled to Boulder or other cities to find entertainment, shopping and great restaurants. It's time for Longmont residents to have an exciting new retail and community hub. We are very fortunate that Allen has developed such a strong working relationship with the City, the community and the remaining tenants to formulate an exciting redevelopment plan."



"The Twin Peaks Mall redevelopment project is very exciting for the entire city."

— Longmont Mayor, Dennis Coombs

About NewMark Merrill Mountain States

- Over 65 Retail Assets
- California, Colorado & Illinois
- Over 9 million Sq. Feet

Integrated approach includes:

- **Development:** a development team with a combined experience of over 47 years in developing commercial retail projects.
- **Acquisitions:** expertise to evaluate existing shopping centers or land for development within 24 hours, close quickly and pay all cash.
- **Property Management:** complete center maintenance operations, regular site visits, in-house property management team (over 20 years of experience in retail management and strategic planning).
- **Leasing:** cold calling, tenant leasing/pre-leasing, lease negotiations, and tenant/contractor coordination.
- **Financial Services:** monthly financial reporting and long term financial planning, including loan restructuring and refinancing.
- **Design & Construction:** control all aspects of structural development (tenant improvements to total redevelopment).
- **Marketing:** cost-effective marketing programs, including innovative on-site promotions and tenant assistance.
- **City Redevelopment Agency:** build relationships between the community redevelopment agency, surrounding communities, and the center's commercial uses.

TENANTS INCLUDE:



An Eye on Your Owner's NOI is the Best Way to Maximize Value



Luke McFetridge
Regional Property Manager,
Mountain States Division

As property managers, we are the hub of the shopping center wheel. We interact with leasing, merchants, accounting, marketing, lenders and, of course, ownership. We are on the front lines ensuring an owner's asset is running at its best, but our role goes well beyond just maintaining the "bricks and sticks." We often hear the phrase "think like an owner," but as I survey fellow property managers I hear many different definitions; however when I ask owners, there is one dominant definition: "maximize property value." The key to maximizing value is simply to maximize the net operating income. Here are my top ten ways to "maximize property value" by maximizing NOI:

- Increase Rent
- Decrease Expenses
- Protest Property Taxes
- Tax Values
- Know Your Tenants
- Avoid Potential Leakage Through Careful Lease Administration
- Reduce Utilities Through Green Initiatives
- Look for Ancillary Income
- Retain Current Occupants with Strong Tenant Relations
- Focus on Collections

To maximize your NOI, contact Luke McFetridge at (970) 377-1135



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