



**Prudential**  
CRES Commercial Real Estate



# COMMERCIAL REAL ESTATE REDEFINED ...

WE ARE A

**PROGRESSIVE, FLEXIBLE, CREATIVE,**

**RELATIONSHIP BASED COMMERCIAL REAL ESTATE COMPANY.**



Since 1875, the name Prudential has come to stand for strength, stability and integrity. Prudential is America's largest non-bank corporation, as well as one of the largest property owners in North America, with over 200 different operating business units including: Corporate Real Estate, Real Estate Investors, Securities, Mortgage Capital, Real Estate & Relocation Services, Agricultural Property Services, Insurance and Mutual Funds.

We've taken what we have learned over the past 132 years as a company and refined it. We continue to solidify our place in the market with our experienced and knowledgeable agents, the latest technological tools, solid business relationships and our determination to be the best.

Prudential CRES | IPG is not your average commercial real estate firm. We are redefining our industry by focusing our business on building sustainable relationships with our clients and our community, thinking outside of the box, providing new and exciting marketing techniques while exceeding our clients expectations. Our goal is to set new standards for our industry while being the leaders in our market.

**(702) 363.7600**



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# THE CHOICE IS CLEAR ...

You have a choice who you work with for your commercial real estate transactions, though not all companies are created equal. We are proud to share with you 10 reasons why the choice to choose Prudential CRES | IPG Commercial Real Estate Services is clear.

## COMMITMENT

Prudential CRES | IPG Commercial Real Estate Services is a Real Estate Brokerage Company committed to honesty, fairness, integrity and service, qualities that act as the cornerstone of our business relationships.

## NATIONAL STRENGTH

Since 1875, the name Prudential has come to stand for strength, stability and integrity. Prudential is America's largest non-bank corporation, as well as one of the largest property owners in North America, with over 200 different operating business units including insurance, finance and real estate. Recognized as a leader in commercial real estate, locally-owned and operated firms throughout the U.S. have teamed their expertise in commercial real estate with the global strength of "The Rock," creating a network that is setting new standards in the field.

## PERSONAL SERVICE

Our clients can count on us for personalized, boutique quality service and care. Our agents pride themselves on the close relationships they have with the clients and the level of commitment and service they provide to each.

## MARKET KNOWLEDGE

We provide quality market information, sound market advice and personal attention to our clients. Our agents specialize in different product types or market segments, assuring our clients receive the most comprehensive market knowledge possible, based on their individual needs.

## INNOVATIVE MARKETING

We offer unparalleled, innovative marketing solutions to market your property and get the exposure you need and deserve. We market our listings to brokers, investors and end-users directly using the latest technology, media resources and create professional and unique marketing collateral that get you the results you are looking for.

## TECHNOLOGY

Our commitment to technology as a support item to the sales professionals keeps us on the cutting edge, with features such as our Geographic Information System, Customer Relationship Management tools, On-Line Transaction Manager with Client Access, as well as an array of Marketing Programs and Analysis Software.

## AGILITY

Our company prides itself on the ability to act efficiently and quickly with integrity. Our ability to be flexible and open to the changing needs of our clients is what sets us apart from our competition.

## EDUCATION

Continuous training of every sales professional insures that everyone you work with will provide the same high level of knowledge, skills and service that is at the leading edge of our industry.

## SUSTAINABILITY

Our Las Vegas office is committed to protecting our environment and helping to insure that our impact on the planet is minimal. We use recycled paper products, eco-friendly vendors and products while utilizing energy efficient measures within our office. We are currently striving to become carbon-neutral.

## COMMUNITY

Our team is committed to our involvement within our community from supporting local non-profit organizations and charities, to our support of education as well as our local natural resources, history and culture.

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# OUR SERVICES ...

## BUYER/TENANT REPRESENTATION

- Property Needs Analysis
- Market Research
- Property Tours
- Proposals and Negotiations
- Lease Preparation/ Consultation

## SELLER/LANDLORD REPRESENTATION

- Property Lease Or Sale Price Analysis
- Market Comparables
- Supportive Marketing and Sales Collateral
- Listing Services
- Broker Open Houses
- Marketing/Interest Reports

## SITE SELECTION

- Zoning /Land Use Consulting
- Market Reports
- Demographics
- Entitlement
- Property Analysis Review and Evaluation

## BUILD-TO-SUITS

- Define Goals and Objectives
- Solicit Proposals
- Select Building/Site
- Cost Evaluation
- Tenant Improvement Consulting
- Sourcing Contractors

## DEVELOPER CONSULTING

- Joint Ventures
- Fee Development Opportunities
- Build-to-Suit Opportunities
- Feasibility/Competition/Market Studies

## INVESTMENTS/EXCHANGES

- Cash Flow And Financial Analysis
- Multi-Tenant Parks/Single Tenant Facilities
- Sales/Leasebacks

## APPRAISAL SERVICES

- MAI Appraisal Reports
- Market Studies
- Broker Opinion of Value Statement

## MARKETING

- Sales & Market Presentations
- Customized Property Marketing
- Collateral Development
- Targeted Mailings
- E-mail Campaigns
- Canvassing and Cold Calling
- Broker Open House Events
- Ground-breaking Events
- Mapping and Demographic Services
- Project Campaigns and Planning
- Market Research
- Signage and Advertising



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# OUR DATA ...

**Prudential CRES National Network:** Prudential CRES currently has 47 offices in the United States and we are growing rapidly. All of our offices focus on referring business to one another and on creating strategic alliances. Each year Prudential CRES holds a convention where agents, managers and employees can gather to share ideas, participate in training programs and network. Prudential CRES also publishes a quarterly newsletter that is sent to every office and every employee to help them stay abreast of new and exciting information and activities.

**Las Vegas IPD (Industrial Property Database):** The Industrial Property Database is a proprietary database that has been carefully researched and populated by the industrial brokers in our office. The database provides detailed information on the ownership of all industrial properties in Las Vegas

**E-mail Database:** Prudential CRES | IPG has an extensive e-mail database that includes real estate agents, property owners, tenants, national and local investors and developers as well as commercial agents in California, Arizona and all Prudential CRES offices across the nation.

**Sales Genie:** Prudential CRES | IPG uses the latest tools for prospecting and retrieving valuable information on businesses and individuals across the United States. Sales Genie allows us to gather contact information for more than 210 Million consumers and 75 Million households, this database offers the most complete consumer data available. Covering over 95% of the households in the U.S., the Consumer database is created by merging about 2 billion records from many sources.

**Multiple Listing Services:** Prudential CRES | IPG uses the best multiple listing services such as Loopnet, Propertyline and Co-Star to showcase our listings as well as locate potential solutions for client's space needs.

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# OUR KNOWLEDGE ...

**P**rudential CRES | IPG is comprised of some of the finest industrial, office and investment specialists in the real estate industry. Our sales and leasing agents are dedicated, career professionals who display superb market knowledge, negotiating skills and loyalty to our clients. We are consistently recognized as one of Southern Nevada's most effective, active and knowledgeable brokerage firms. For our clients, we exclusively produce on a quarterly basis, an in-depth report on the Las Vegas industrial and office real estate markets.

Our agents are specialists in office, industrial, land, investment and development. Our agents offer clients much more than a typical commercial real estate firm. Because of our in depth knowledge of development we are able to assist clients from financing to site and contractor selection to space planning, build out, leasing additional space and much more. We are also specialists in the investment arena and assist our clients with acquisition, disposition services, asset review, financial analysis, investment strategy development, 1031 exchanges and due diligence support.

Prudential CRES | IPG agents stay in tune with the current market trends and continue to further grow by participating in commercial real estate, development, investment and other related industry training. Some of our top agents have been recognized as leaders in our market and have been bestowed special designations such as SIOR and CCIM for their knowledge and expertise in the field.



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# OUR TEAM ...



Art Carl  
Regional Vice President



Miriam Campos-Root, CCIM  
Vice President



Dean Willmore, SIOR  
Senior Vice President



Art Farmanali, SIOR  
Vice President



Danielle Steffen  
Vice President



Steven Santanna  
Commercial Advisor



Wil Chaffee  
Commercial Advisor



Salina Ramirez  
Commercial Advisor



Amy Ogden  
Commercial Advisor



Yvette Major  
Commercial Advisor



Dana Berggren  
Commercial Advisor



Adam Ballner  
Commercial Advisor



Linda Gonzales  
Commercial Advisor



Nick Till  
Commercial Advisor



Jarrad Katz  
Commercaill Advisor



Hayim Mizrachi  
Commercial Advisor



Jonathan Yeh  
Commercial Advisor



Cassie Catania  
Associate Advisor



Angela Flint  
Director of  
Operations



Marnie Settle  
Director of  
Marketing



Jeff Simmons  
Marketing Associate



Alicia Osborn  
Listing/Transaction  
Coordinator



Wayne Fluharty  
IT Specialist



Christine  
DeRubis  
Office Manager



Lynn Dupree  
Marketing/Research  
Coordinator

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# OUR AFFILIATIONS ...



**A** CERTIFIED COMMERCIAL INVESTMENT MEMBER (CCIM) is a recognized expert in the disciplines of commercial and investment real estate. A CCIM is an invaluable resource to the commercial real estate owner, investor, and user, and is among an elite corps of more than 9,000 professionals who hold the CCIM designation across North America and more than 30 countries. Nearly 10,000 additional professionals are pursuing the CCIM designation.

Recognized for its preeminence within the industry, the CCIM curriculum represents the core knowledge expected of commercial investment practitioners, regardless of the diversity of specializations within the industry. The CCIM curriculum consists of four core courses that incorporate the essential CCIM skill sets: financial analysis, market analysis, user decision analysis, and investment analysis for commercial investment real estate. Following the course work, candidates must submit a portfolio of closed transactions and/or consultations showing a depth of experience in the commercial investment field. After fulfilling these requirements, candidates must successfully complete a comprehensive examination to earn the CCIM designation. This designation process ensures that CCIMs are proficient not only in theory, but also in practice.

Only 6 percent of the estimated 150,000 commercial real estate practitioners nationwide hold the CCIM designation, which reflects not only the caliber of the program, but also why it is one of the most coveted and respected designations in the industry.

The CCIM membership network mirrors the increasingly changing nature of the industry and includes brokers, leasing professionals, investment counselors, asset managers, appraisers, corporate real estate executives, property managers, developers, institutional investors, commercial lenders, attorneys, bankers and other allied professionals. Through this business network, CCIM members successfully complete thousands of transactions annually, representing more than \$200 billion in value.

Certified Commercial Investment Members are in more marketplaces in North America than all major real estate companies combined. Regions and chapters provide designees and candidates the opportunities to promote business and educational goals through local and regional forums and meetings.

Conferred by the CCIM Institute, the CCIM designation was established in 1969. Courses leading to the designation are now offered throughout the world. For more information, call (800) 621-7027.

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# OUR AFFILIATIONS ...



**T**HE SOCIETY OF INDUSTRIAL AND OFFICE REALTORS® is the leading professional commercial and industrial real estate association. With more than 3,200 members in 562 cities in 22 countries, SIOR represents today's most knowledgeable, experienced, and successful commercial real estate brokerage specialists.

SIOR has certified more than 2,500 of its members with the prestigious SIOR designation, a professional symbol of the highest level of knowledge, production, and ethics in the real estate industry. Real estate professionals who have earned the SIOR designation are recognized by corporate real estate executives, commercial real estate brokers, agents, lenders, and other real estate professionals as the most capable and experienced brokerage practitioners in any market. SIOR designees can hold the following specialty designations: industrial, office, sales manager, executive manager, or advisory service.

SIOR also includes associate members who include corporate executives, developers, educators, and other involved in the commercial real estate industry.

A professional affiliate of the National

Association of Realtors®, SIOR is dedicated to the practice and maintenance of the highest professional and ethical standards. SIOR maintains a commitment to business and industry by providing outstanding professional services, publications, and educational programs.

#### **The numbers speak for themselves:**

##### **Transaction dollar amount**

Last year SIOR members reported an average per person dollar volume of more than US \$33.5 million worth of property leased or sold. Cumulative dollar volume for all SIOR members was \$85.6 billion of property leased or sold.

##### **Transactions closed**

As a group, SIOR Members closed 82,747 transactions in 2006 involving more than 239 million square feet of industrial and office space.

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# OUR AFFILIATIONS ...



**T**HE NATIONAL ASSOCIATION OF INDUSTRIAL AND OFFICE PROPERTIES (NAIOP) is the nation's leading trade association for developers, owners, investors, asset managers and other professionals in industrial, office and mixed-use commercial real estate.

Founded in 1967, NAIOP comprises 16,000+ members in 55 North American chapters. It provides networking opportunities, educational programs, research on trends and innovations and strong legislative representation.

NAIOP's sister organization, the NAIOP Research Foundation, is one of the industry's leading think tanks dedicated to conducting research assessing the trends, economic viability and needs of the built environment.

#### **What NAIOP Does**

NAIOP provides communication, networking and business opportunities for all real estate related professionals; provides a forum for continuing education; and promotes effective public policy, through its grassroots network, to create, protect and enhance property values.

NAIOP chapters members have great opportunities at the local level to enhance their business through educational programs, networking and government affairs. Members can also get involved at the

national level — by attending conferences for continuing education, participating in National Forums for professional development and working to advance legislative initiatives like real estate taxation issues on Capitol Hill.

The forum for commercial real estate both locally and nationally, NAIOP promotes effective public policy through its grassroots network to create, protect and enhance property values. It offers education programs, research on trends and innovations, networking opportunities and strong legislative representation. NAIOP members are the principal players who shape the industry.

#### **Mission Statement**

NAIOP is the international association of developers, owners and professionals of commercial, industrial and mixed-use real estate. Our members promote responsible, sustainable development that creates jobs. NAIOP supports diversity within the industry, provides education and advocates for legislation that benefits the communities in which we work and live.

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# OUR AFFILIATIONS ...

## **NDA (Nevada Development Authority)**

The Nevada Development Authority (NDA) is a non-profit agency that works to diversify and improve the economy of Southern Nevada. NDA is dedicated to fostering an attractive, business-friendly environment through building key relationships while assisting and targeting new and expanding businesses.

## **Las Vegas Chamber of Commerce**

The Las Vegas Chamber of Commerce is the largest business organization in the state of Nevada. With more than 7,000 members, the Chamber is committed to building a strong local economy, strengthening, enhancing and protecting business. Since 1911, the Las Vegas Chamber of Commerce has been influencing public policy on behalf of the business community, helping Southern Nevada become a thriving and dynamic marketplace of opportunities.

## **Las Vegas Asian Chamber of Commerce**

Established in 1986, The Asian Chamber of Commerce (ACC) was formed to serve and represent the professional and business interests of Nevada's growing Asian Pacific Americans. ACC, a non-profit corporation, was founded with the primary goal of economic growth for its membership. Our goal is to become a major forum and significant economic force in bringing about political, social and economic parity for Nevada's Asian Pacific American community. The ACC is a conduit of business opportunities and a broker of information and resources for Asian-Pacific American entrepreneurs. Please take the time to review our mission to the business professional and local community.

## **HDA (The Henderson Development Association)**

The HDA is a division of the Henderson Chamber of Commerce. The HDA is designed to develop and expand the primary job base of the Henderson area. The HDA Board of Trustees meets regularly and takes action to ensure that the HDA Mission is being accomplished. The Board works to protect the business community and facilitate problem resolution to promote economic development and diversification.

## **Henderson Chamber of Commerce**

Since 1945, the Henderson Chamber of Commerce has been a private, non-profit voluntary organization dedicated to the growth and progress of the community of Henderson. Together, the business and professional men and women of the Chamber promote the civic, commercial and industrial development of our city. The mission of the Henderson Chamber of Commerce is to provide member businesses with marketing and networking opportunities, support resources and legislative representation.

## **North Las Vegas Chamber of Commerce**

Founded in 1948, the North Las Vegas Chamber of Commerce has grown to meet the needs of businesses in the northern part of the Las Vegas Valley. As an organization that believes connecting your business is the foundation of our success, the Chamber is committed to seeking out and providing the services and programs necessary to keep your business on the cutting edge of every issue.

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# PRUDENTIAL CRES HISTORY ...

**I**N 2001 Prudential Commercial Services (PCS), a division of the Prudential Real Estate Affiliates (PREA), announced that it had entered into a service agreement with CRES to provide strategic planning, consulting, training, hands-on-transition services, franchise sales and continuous support to PCS franchises exclusive to the PCS network. The agreement was designed to focus on helping PCS affiliates to increase revenue and improve customer satisfaction.

Prudential CRES Commercial Real Estate - PCS joined with CRES to establish a new standard for commercial real estate brokerage operations. The result is a program that provides qualifying companies throughout North America the right to use the name Prudential CRES Commercial Real Estate.

Prudential CRES Commercial Real Estate companies are select, professional companies with a foundation of performance-oriented systems and a proven track record for performance. Prudential CRES Commercial Real Estate creates a consistent national brand for PCS offices.



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# THE MERGER ...

**P**rudential CRES Commercial Real Estate Services is a nationally recognized franchise of Prudential. In February of 2007 the Prudential Commercial franchise was purchased by Saxa Development (formerly Shea Commercial) to exclusively represent the Saxa projects in Nevada, Arizona, Southern California and New York. SAXA will build over \$100 million worth of office parks in Southern Nevada alone this year, with Prudential overseeing its sales and marketing efforts.

In August of 2007 Prudential CRES acquired IPG Commercial Real Estate, another leading commercial brokerage firm in Las Vegas. The deal between Prudential Commercial Real Estate and IPG will likely make a major ripple within the industry. IPG is highly regarded in local real estate circles as a savvy operator best known for its market insight and experience. The 14-year-old, privately-held firm was responsible for \$138 million worth of gross real estate sales and leases in 2006. The 10-broker company specializes in commercial industrial and office properties, with 1,076 transactions to its credit since 1993.

IPG has been routinely ranked among the valley's top industrial brokerage firms. The firm was started by Dean Willmore – a commercial real estate veteran – who wanted to focus exclusively on the Las Vegas Valley's burgeoning industrial market. The gamble paid off. IPG has leased or sold over \$726 million worth of properties to date. The sale is expected



to help take both companies to the next level.

The two entities merged resources and staff, relocating to 127 E. Warm Springs Road, Las Vegas. The move doubles the size of each company, bringing its personnel to roughly 25 people. It additionally gives Prudential access to IPG's exclusive Southern Nevada database with 2,700 industrial projects totaling over 92 million square feet. It has been one of the firm's long-standing marketplace advantages.



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# PRUDENTIAL COMPANIES ...

Since 1875, Prudential Financial has helped people achieve financial security and peace of mind. Our success is based on a long history of social responsibility, strong leadership, sound investments, and innovative products and services.

The Prudential Friendly Society, founded by insurance agent John Fairfield Dryden, was founded in a basement office at 812 Broad Street in downtown Newark, N.J. It was the first company in the U.S. to make life insurance available to the working class. The company sold Industrial Insurance, which provided funeral and burial expenses for low-income families, with some weekly premiums as low as three cents.

Four years later, Prudential's sales extended beyond New Jersey, into New York City and Philadelphia, and the company's customer base expanded to the newly emerging middle class. With growing sales, assets reached \$1 million, and in 1885, the one-millionth policy was sold to John Dryden. Renamed "The Prudential Insurance Company of America," Prudential later adopted The Rock of Gibraltar as its company symbol, reflecting the strength and security it offered to customers.

As the twentieth century emerged, Prudential transitioned from a stock company to a mutual company, and business continued to grow. Even during the Great Depression, when policy loans and mortgage delinquencies rose to unprecedented numbers, Prudential remained committed to

protecting working families.

The 1940s began a "golden" period for Prudential. Monetary assets grew six-fold, and Prudential continued to expand its product offerings. The company decentralized and over the next three decades opened regional offices in Los Angeles, Chicago, Minneapolis, Jacksonville, Houston, Boston, and northern New Jersey, and a Canadian Head Office in Toronto.

Expansion and growth underscored the latter third of the twentieth century. Prudential marked the 1980s by becoming the first major insurance company to market variable annuities. In 1984, the company introduced Variable Appreciable Life, a major product innovation that gave customers investment options in which to invest their policy cash values. Growth continued into the following year, when Prudential acquired Jennison Associates Capital Corp., a major stock and bond manager for pension funds. Topping off the decade, the company entered the residential real estate brokerage business in 1987 by forming a new subsidiary, The Prudential Real Estate Affiliates.

Prudential entered the 1990s with consolidated assets surpassing \$100 billion. The decade also saw a changing of the guard when Arthur F. Ryan of Chase Manhattan Bank became the first individual from outside Prudential to become chairman and chief executive officer.

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# PRUDENTIAL COMPANIES...



In 2001, Prudential marked a major milestone with its demutualization. Prudential Financial, Inc.'s common stock began trading on December 13, 2001, on the New York Stock Exchange under the symbol "PRU." Since that time, Prudential Financial completed a number of business transactions that include the acquisition of American Skandia, the largest distributor of variable annuities through independent financial planners in the United States, and the creation of a retail brokerage business with Wachovia Corporation, forming one of the nation's largest retail financial advisory organizations,

Wachovia Securities, LLC.

Prudential Financial's distinctive rock logo and Prudential's name are among the most enduring brands in U.S. corporate history. The company's long history is a testament to the quality it has provided its customers. In addition to its high level of service, Prudential Financial is today recognized for the breadth of products and services it provides and continues to be a recognized company of quality financial services at home and abroad.

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# PROTECTING THE EARTH ...

**P**rudential CRES - IPG is dedicated to preserving and protecting our planet for future generations. Through office initiatives and community education we are setting an example for other businesses that we hope will follow in our footsteps.

Our goal at Prudential CRES - IPG is to reduce the amount of CO2 we produce and offset what we can't.

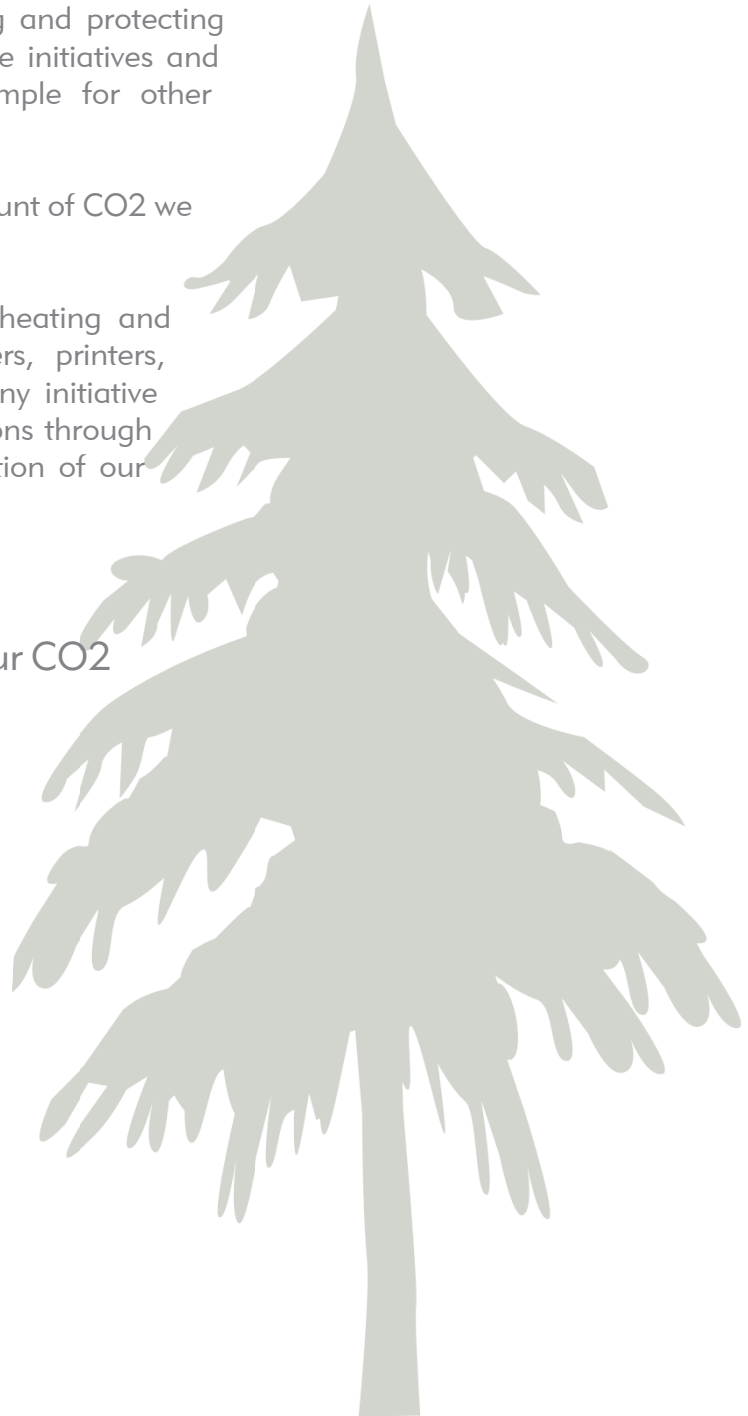
Through the use of electricity, driving automobiles, heating and cooling our homes and businesses, using computers, printers, copiers, etc. we produce CO2. Through our company initiative we are reducing the amount of carbon dioxide emissions through energy-saving activities ultimately assuring the protection of our planet for future generations.

Some of the ways our company is reducing our CO2 emissions and protecting the Earth:

- Using recycled paper products
- Recycling paper products and plastic
- Turning off all electronics when not being used
- Using local Earth-friendly vendors whenever possible
- Stocking our kitchen with reusable flatware
- Using electronic communications in place of paper copies
- Setting reasonable thermostat temperatures
- Conserving water



Look for our "Earth Friendly" logo on all of our marketing collateral where we have used recycled paper and other eco-friendly



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# OUR ADVERTISING ...


Advertisement in  
National Real Estate  
Investor Magazine




Yep. We're that good.

Let Us Balance Your Las Vegas Commercial Real Estate Portfolio ...

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www.prucres.com

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 **IPG**

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# OUR ADVERTISING ...

Advertisement in  
Communique (Las Vegas  
Law Magazine).  
Focus on Attorney's  
purchasing office space.

**THE VERDICT  
IS IN ...**



**OWNING YOUR OFFICE  
SPACE IS A  
SMART INVESTMENT**

**CALL US TODAY  
FOR YOUR FREE  
BUY VS. LEASE ANALYSIS -**

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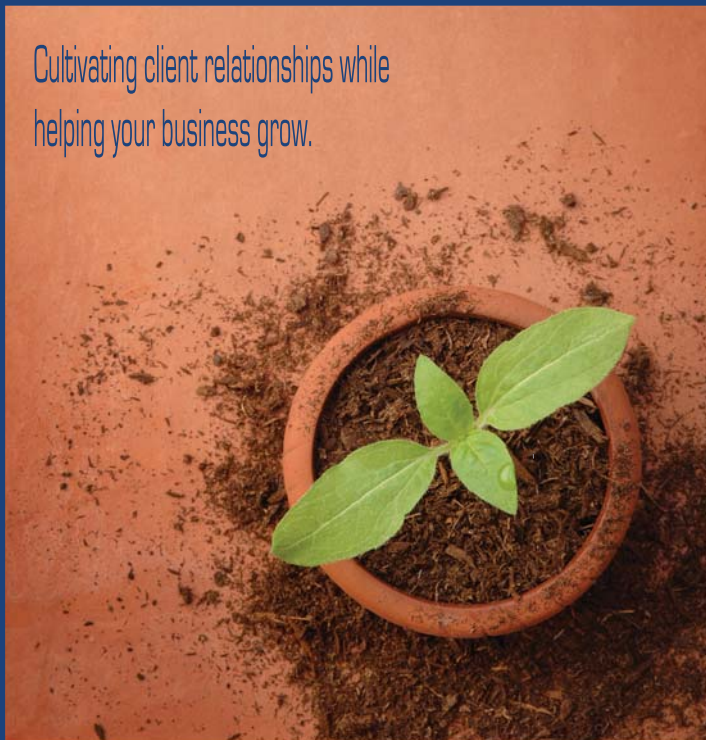
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# OUR ADVERTISING ...

Advertisement for NAIOP

Cultivating client relationships while helping your business grow.



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 **IPG**

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[www.prucres.com](http://www.prucres.com) | [www.ipglv.com](http://www.ipglv.com)

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# OUR ADVERTISING ...

Postcard Mailer

**OWNERSHIP IS A SMART INVESTMENT  
IN YOUR BUSINESS . . .**



**PRIDE OF OWNERSHIP | BUILD EQUITY | BOOST YOUR BUSINESS | FUTURE SECURITY | FINANCING AVAILABLE**

**(702) 363-7600 Jarrad Katz and Hayim Mizrachi**

**(702) 363.7600**



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# OUR ADVERTISING ...

Postcard Mailer



**VEGAS IS WAITING**  
FOR YOU ...

 **Prudential**  
CRES Commercial Real Estate

 **IPG**

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# OUR ADVERTISING ...

Postcard Mailer

## RETAIL SPACE THAT WON'T BREAK THE BANK

Call Now To Secure Your Space  
**(702) 363-7600**

Jarrad Katz  
Hayim Mizrachi



**(702) 363.7600**



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# OUR ADVERTISING ...

Postcard Mailer

## 60 ACRES OF PRIME LAS VEGAS REAL ESTATE

215 BELTWAY AND CENTENNIAL PARKWAY, LAS VEGAS, NV 89031

30 ACRES C-2 & 30 ACRES R-3 WITH I-215 FRONTAGE AND POTENTIAL FOR MIXED USE DEVELOPMENT

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# OUR ADVERTISING ...

Postcard Mailer

# YOUR NEW OFFICE IS WAITING...

SOUTH POINTE PLAZA



AT THE GATEWAY OF  
ANTHEM AND SEVEN HILLS

Call Now To Secure Your Space  
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