

IRC Marketing Plan

Redesign Process

Observation

- ▶ Inconsistency in all marketing materials & advertisements
- ▶ Flyers, brochures and signs have little to no similarity
- ▶ Logos, colors, and layouts vary on all materials
- ▶ Marketing materials appeared outdated
- ▶ Current marketing process appears unappealing

Objectives

- ▶ Create consistent image on all platforms
- ▶ Communicate brand effectively & unified form
- ▶ Implement a clean, modern design on all promotional materials
- ▶ Create marketing materials that appeal to clientele & public
- ▶ A new design and outlook on marketing materials will increase marketing effectiveness & interaction

Marketing Strategy / Process

- ▶ Abandon old marketing tactics
- ▶ Utilize new applications & resources for top quality marketing collateral
 - ▶ Adobe Creative Cloud
 - ▶ Vizzi Photography
 - ▶ ABC Sign Company
 - ▶ Web & media
- ▶ New color scheme to represent company
- ▶ Format new layout to showcase listing features
- ▶ Collaborate with marketing team on new ideas

Original Marketing Brochures

Established Business and Retail Building for Sale The Boat House



7695 NW Beaver Dr., Johnston

Sale Price: \$350,000 **\$300,000**

Available: 1,927 SF

Lot Size: 0.81 Acres

Zoning: Commercial



Jordan Bouslog

515-402-9131

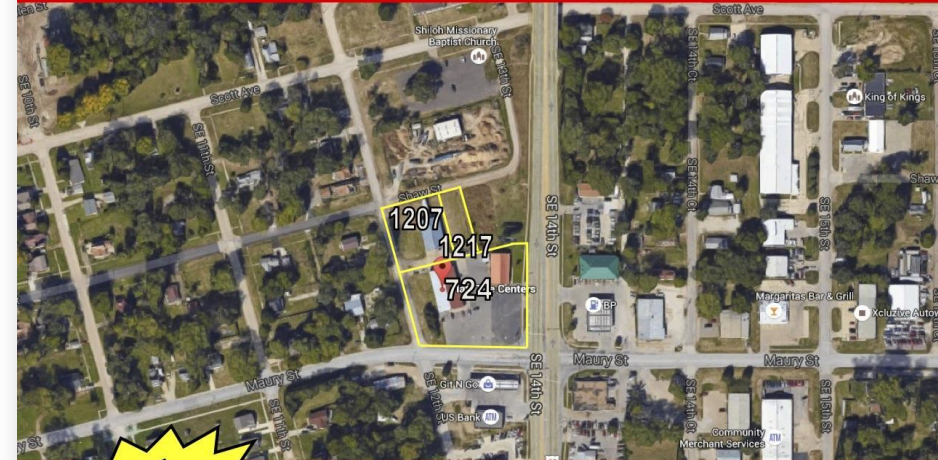
JordanB@IowaRealtyCommercial.com



The information contained herein is deemed reliable but not guaranteed by Iowa Realty Commercial

SE 14th & Maury Land, Des Moines

35,000 Cars Per Day



**PRICE
REDUCED**

Business Relocating Redevelopment Site

Approx. 1.78 Acres Available

SE 14th Corner for Sale

List Price: \$1,190,000

Frontage: SE 14th St

Access from:

SE 14th

SE 12th

Building 1: 3,024 SF

Building 2: 6,120 SF

Fiber is available

Buildings have overhead
doors, office, and showroom

1 mile 3 miles 5 miles

Population 8,078 83,944 93,222



Mick Grossman 515-771-3299

mickg@IowaRealtyCommercial.com

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Original Sign Advertisements

BUILDING FOR SALE

MARK E. TIMMINS
515-988-2765

JORDAN BOUSLOG
515-402-9131

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COMMERCIAL

IowaRealtyCommercial.com

FOR SALE

IowaRealty
COMMERCIAL

TOM HUDSON
515-453-5480

tomhudson@iowarealtycommercial.com

IowaRealtyCommercial.com

Execution

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3400 E. Euclid Ave, Des Moines | \$2.6 million

CORPORATE HEADQUARTERS BUILDING FOR SALE

- Building Size: 18,890 sq ft
 - Lot Size: 2.56 acres
 - Zoning: PUD
 - Built in 2006
- Building Size: 18,890 sq ft
 - Lot Size: 2.56 acres
 - Zoning: PUD
 - Built in 2006

KEVIN CROWLEY, SIOR
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JASON LOZANO
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COMMERCIAL



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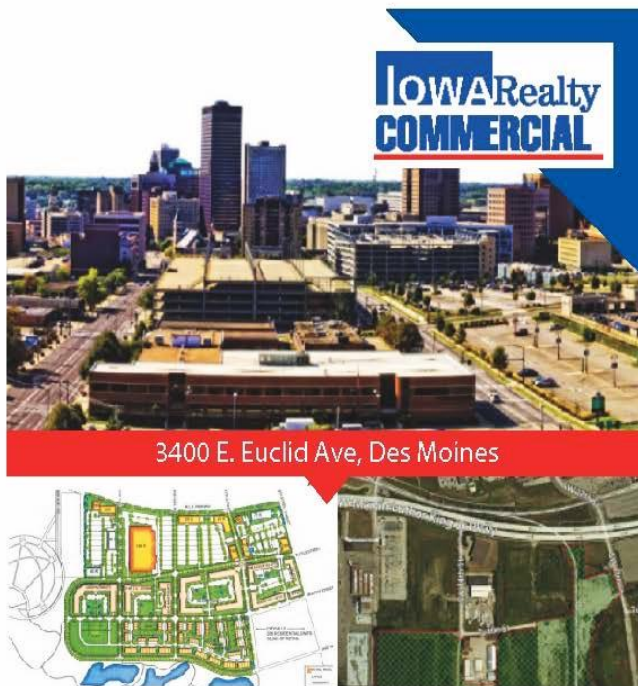
Execution

WHY IOWA REALTY COMMERCIAL?

Iowa Realty Commercial is Iowa's largest independent commercial brokerage firm with offices in West Des Moines, Ankeny, Cedar Rapids, Iowa City and Waterloo. Building on its reputation of integrity and fierce dedication to customer satisfaction, Iowa Realty Commercial is an acknowledged leader in the commercial real estate business throughout central Iowa.

With deep market knowledge and broad experience, Iowa Realty Commercial is uniquely qualified to help our clients determine their needs and understand their options. We always provide our clients with the information necessary to make critical decisions in today's changing, dynamic commercial real estate market.

In addition to our local market expertise, we have built professional alliances with other leading commercial brokerage firms throughout the country. Through these business associations, our team can provide immediate and efficient service to fulfill your marketing, acquisition and distribution needs - regionally, nationally and internationally. Iowa Realty Commercial can provide real estate solutions for wherever your business takes you.



3400 E. Euclid Ave, Des Moines



Jason Lozano
Iowa Realty Commercial
(515) 123-4567
jason.lozano@iowarealty.com

Limited Light Industrial District. Assessments for street improvement and street lights. 3-ingress-egress improvement in place. Zoning and utilities in place. Tliff District. Commercial and limited industrial destination dr. proposed to property south boundary. Drainage and drainage easement for proposed water feature enhance commercial. Retail center on main truck routes. Enhance development-co-operating state and local funding. May be sold in portions with owner co-operation. Conceptual plan only. Other parcel numbers associated with this property: 31100013046102; 31100013046101; 31100013046100; 31100013046103

CURRENT LISTINGS:



1234 NW Ave, Des Moines



1234 NW Ave, Des Moines



Execution

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3.44 ACRES FOR SALE

Blake Pagliai
515-720-6215

John Knapp
515-778-8870

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DEVELOPMENT LAND FOR SALE

Mark E. Timmins, J.D.
515-988-2765

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**OFFICE/RETAIL SPACE
AVAILABLE FOR LEASE**

JORDAN BOUSLOG
515-402-9131

MARK E. TIMMINS, J.D.
515-988-2765

IowaRealty
COMMERCIAL

RETAIL BUILDING FOR SALE

Mick Grossman
515-771-3299

2,932 SF

Results (Signage)

LOTS AVAILABLE

IowaRealty
COMMERCIAL

BLAKE PAGLIAI
515-720-6215

JOHN KNAPP
515-778-8870

[Iowa RealtyCommercial.com](http://IowaRealtyCommercial.com)



IowaRealty
COMMERCIAL

**OFFICE/RETAIL SPACE
AVAILABLE FOR LEASE**

Jordan Bouslog
515-402-9131

Mark E. Timmins, J.D.
515-988-2765

IowaRealty
COMMERCIAL

FOR LEASE

SLOAN COWNIE
515-943-6838

sloancownie@IowaRealtyCommercial.com

Results (Brochures/Flyers)

FOR LEASE



1000 73rd St., Suite 20, Windsor Heights

Lease Rate: \$12.50/ SF

Modified Gross

Space Available: 1,775 SF

- Fully furnished office space
- 4 Offices
- 1 Conference Room
- Data/Technology Room
- Open Cubicle Space
- Kitchenette
- Reception Area

Jordan Bouslog

515-402-9131

JordanB@IowaRealtyCommercial.com



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7300 WESTOWN PKWY, WDM



Class A Office For Lease

Building Information:

- 3 level 68,751 SF, Class A office building conveniently located at Interstate 80 & Jordan Creek Pkwy Interchange
- Aggressive Lease Rates
- Card Access Security Available
- New Parking & Site Plan Coming Soon

Blake Pagliai 515-720-6215

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John Knapp 515-778-8870

JKnapp@IowaRealtyCommercial.com



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New East Village Development

3,240 SF ADJACENT TO WEST ELM

219 East Grand

Des Moines



WEST ELM

3,240 SF

FOR LEASE

NOT AVAILABLE

Up to 3,240 SF of Retail Available

Minimal Divisible: 1,415 SF

Lease Rate: \$22/SF

TI Allowance: \$25

CAMIT: \$8.50/ SF

Grease Interceptor Provided

Sloan Cownie

515-943-6838

sloancownie@IowaRealtyCommercial.com



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3800 E. DOUGLAS AVENUE | FOR SALE

Sale Price: \$2,600,000.00

Lot Size: 5.597 Acres

Zoning: R1-60 (One family, low density residential district)

CONTACT US FOR MORE INFO!

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BLAKE PAGLIAI

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Bpagliai@IowaRealtyCommercial.com

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Marketing Process



FINAL

Result & Analysis

- ▶ Marketing reformation has been successful
- ▶ Unified marketing materials reciprocate refined company image & sophistication
- ▶ Color scheme and new aesthetic appeal to the eye - Signs & Marketing collateral
- ▶ Increased engagement with:
 - ▶ Audience members
 - ▶ Clientele
 - ▶ Commercial Agents
 - ▶ Direct Mail Requests
 - ▶ Email campaigns
- ▶ Successful feedback opens window for new marketing initiatives & future ideas
 - ▶ Ex: digital media promotion, social media engagement