

LEGISTAR # 190364D



# 802 NW 5<sup>th</sup> Avenue Commercial Building Offer for Purchase and Sale



# Marketing Tools & Process



## Sample Collateral

Website Page



CREXI

Property Flyer



CoStar

Property eBlast



Signage



- Avison Young is focused on achieving the highest price possible in the shortest time frame.
- This plan is tailored to provide a strategic approach to marketing your property under aggressive marketing campaigns.
- Our team draws upon our vast base of relationships and uses the most effective technological resources in order to reach a broad market of viable tenants and buyers, creating a competitive environment and ultimately maximizing the value of your asset.

# Marketing Efforts



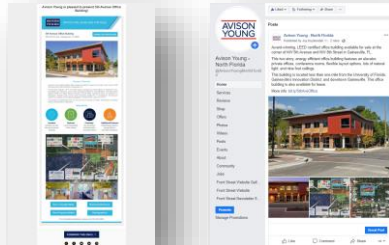
Interactive Property Flyer



Website Listing & Syndication



On Site Signage



eNewsletter & Social Media

- Interactive Property Flyers
- Website Pages
- Syndication and Exposure on Other Online Real Estate Marketplaces
- On Site Signage
- eNewsletter Campaigns
- Social Media Posts
- Property Tours

# Summary of Offer

**AVISON  
YOUNG**

**Buyer: Real Estate Acquisitions for Children, LLC**

Offer is for both tax parcels:

- Tax Parcel # 13809-001-000  
5,334 SF building owned by the Community Redevelopment Agency
- Tax Parcel # 13807-000-000  
.24 acre surface parking lot owned by the City of Gainesville

**Purchase Price: \$690,000**

Initial Deposit: \$15,000 (within 5 days of the Effective Date)

Additional Deposit: \$15,000 (within 5 days after the end of Due Diligence period)

Proposed Financing (85% of purchase price): \$586,500

Balance to Close: \$73,500

45 days Due Diligence period

Closing to occur within 30 days after the expiration of the Due Diligence period

Additional Terms: All existing office cubicles to be included in the sale

# Notes Regarding Potential Buyer

**AVISON  
YOUNG**

Proposed Buyer is Real Estate Acquisitions for Children, LLC (“REACH”), a for-profit subsidiary of Partnership for Strong Families (<https://www.pfsf.org/>). This will put the property onto the City/County tax rolls.

According to Justin Ostreicher, Director of Program Quality and Contract Management for Partnership for Strong Families, normal business hours will be 8 to 5, Monday through Friday, although there will likely be small numbers of employees and visitors working outside those hours. The space will primarily be used as office/meeting space, with the lower floor being set up for training/conferences. Currently, REACH projects it will initially have no greater than ten employees with offices in the building, although over time that number most likely will increase. When trainings are conducted in the building, REACH anticipates no greater than 25 attendees for any given training.

REACH will contact the other businesses that currently use this parking lot to determine their parking needs and to enter into agreements governing liability issues.

# Additional Interest in the Property



A previous offer was submitted on behalf of Multerra LLC on 8/1/2019. Offer was for both tax parcels at a purchase price of \$625,000. Their interest was in buying the building and leasing it to potential end-user. We have also had other interest from prospective buyers including a law firm and a local marketing company.

We have had interest from a few potential tenants as well, including the owner of the barbershop next door to the CRA building and a construction company. Both groups were interested in leasing the first floor only.