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OUR SERVICE MODEL IS SOLUTION BASED

I would first like to take this opportunity to convey to you and your families our best wishes for the New Year. As we begin 2006, we would like to communicate our approach to managing client relationships. It begins with listening and understanding your needs, then proposing and implementing appropriate cost effective customized solutions.

Our market intelligence delivers core-to-edge data; it's based upon decades of achievement and experience. It's objective, transparent and provides you an added advantage when leasing or purchasing commercial real estate.

Our market intelligence is enhanced via technology that allows us to store, share and synthesize information. This advantage is invaluable in the decision making process.

We recognize it is often unclear to the client what direct benefit he or she receives from choosing one real estate provider over another.

The multiple benefits we offer to our clients are not always seen but are evident throughout our planning, strategizing and tactical approach to problem solving and the result attained.

Is bigger better?

Is smaller more personalized?

Does age represent experience and has the experience led to accomplishment?

Is there a different skill-set and experience level required in representing the tenant or user of real estate vs. those who represent the owner of real estate?

How does one know their real estate provider is working for them when the owner of the property pays his/her fee?

We have wrestled with these same issues and have concluded the following:

We believe strongly that the correct real estate business model for tenants and buyers of real estate is a solutions based model. It's not a model based upon what the customer can do for the service provider; it's what the solutions provider can do for the customer.

In order to achieve this model we don't believe you can represent both sides of a real estate transaction. Therefore, we have chosen to represent only the user/tenant side of the transaction. Not only, are the interest of the client and the provider merged, but also there are no conflicting interest issues.

*“We have
no conflicts
of interest”*

We have redefined our responsibility from services to solutions. This change was understood, accepted and adopted throughout the organization by all of our advisors. This fundamental and important distinction based upon our shared purpose with our client, is one of the distinctions between a broker and an advisor. We distinguish ourselves in terms of our value propositions in the information and knowledge we provide our clients, to help them make well grounded decisions.

Finally, the entire organizational model is differentiated from our competition, simply stated by our absolute focus on client achievement.

All the financial models, market research, relationships, experience, data base technology tools, are there to help us process our client’s requirements.

Real Estate transactions are more complex than they have ever been. While the needs of clients vary, we understand that every client wants the best intelligence focused on their requirements, circumstances, business plan and vision. The quality of representing has never been more important. We provide great clarity in terms of developing strategy, accountability, and a basis for action, all the experience that we have gained throughout our career, help in many different ways.

We pledged to:

- Listen intently
- Respond diligently
- Utilize up-to-date data and knowledge
- Deliver the highest level of service
- Optimize property selection and negotiation

We are:

- Client focused
- Relationship driven
- Team Centered
- Achievement based

When it comes to representing tenants and other users of commercial real estate, we would like to believe we set the standard which others measure themselves. If you find a real estate advisor, that will equal our promise, they too should be considerate to represent your real property interest.

You should know that we pledge to you that we will work hard to meet your real estate objective. On behalf of all of us at Ross Property Advisors, we thank you for your business and look forward to working with you in 2006 and beyond.

Sincerely,



Lance C. Ross, SIOR
President

*Your Real Estate
Solutions Provider*