



ROSS PROPERTY
ADVISORS

THE POWER OF INFORMATION

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“As a general rule, the most successful man in life is the man who has the best information.”

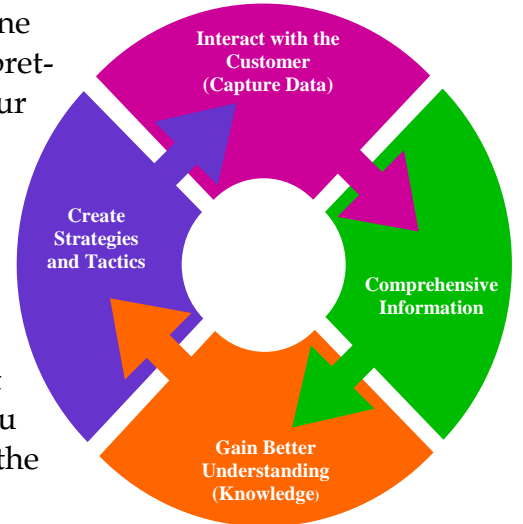
- Benjamin Disraeli

The purpose of a prediction; is simply to provide clarity to the changes taking place. Predictions are much more valuable if we can relate them to a point or period of time. For a prediction to be useful in decision making it must be understood that most predictions are likely to occur, thus the real questions is not “will it happen, but when will it happen.”

The data many of us rely upon to make predictions and decisions are often incomplete, misleading and both right and wrong. It’s often right given what is measured but often wrong given one’s interpretation.

We live in a diverse marketplace, where statistical data even if correct, does not always convey meaningful or relevant information. This remains one of the challenges in gathering, interpreting and applying information to our *decision making*.

“Knowledge is power” however, we see opinions passed off as knowledge everyday. While everyone is entitled to their opinions, when it comes to making important decisions we think it far better you have knowledge based upon the advantages of the “facts.”



We know given the *proper data*, the choices are easier to distinguish. “Studies and Reports” providing incorrect or misleading information instinctively leads to bad decisions. Our goal as an advisor, in providing market information has never been to bury you in technical minutia, although we are prepared to do so, but **instead to highlight the information relevant to the decision you make regarding your real estate, whether owned or leased.**

As an advisor, we *sell nothing*. We have absolutely no motivation to convince you of something that is not in your best interest, this is why we do not represent property owners. Our business model is fundamentally different than most, if not all of our competitors, it is *user-centric* built upon trust, accountability and responsibility. Our passion for building better relationships is incorporated into everything we do.

Ross Property Advisors provides *independent solutions*, *insightful analysis* and *superior execution*. In this ever changing real property marketplace, *Ross Property Advisors* is ideally positioned opposite the secular trend prevalent in today’s real estate service provider. We have found that clients increasingly prefer the certainty of independence, and unbiased access to information critical to solid business decision. If your relationships with real estate service providers have failed to meet your expectations we respectfully request you contact us.

We would appreciate the opportunity to meet with you and discuss your real estate needs. In whatever decision you make we wish you success.

Thank you for your consideration, we look forward to speaking with you soon.