



THE ROSS REAL ESTATE REPORT

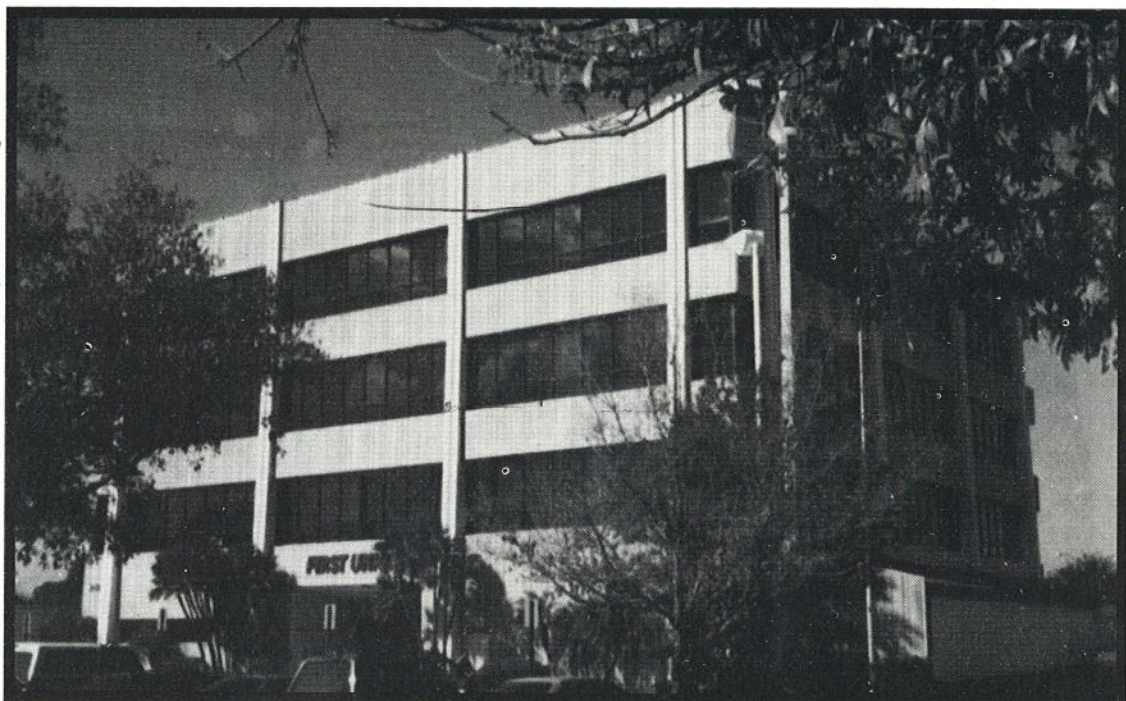
A SERVICE OF THE ROSS REALTY GROUP, INC.

WINTER 1998

Marketing for Results: The First Union Building

The challenge to expedite the sale of the First Union Building in St. Petersburg motivated the Ross Realty Group to initiate a marketing program that left nothing to chance.

As Listing Agent for the property, the Ross sales team studied location, terms, market prices, market conditions and property appeal to develop their multi-faceted plan. After the analysis of the property's benefits and the size and scope of the effective market, the team realized that the property was not big enough for an institutional buyer and that it would take a local buyer who understood the market.



The First Union Building on Fourth Street North in St. Petersburg

They then established a target list of potential buyers, carefully selecting the prospects based on specific criteria, including the ownership of similar properties. The target market was then saturated with marketing information about the property, highlighting the benefits. In addition, Ross conducted a direct mail campaign, advertising and broker marketing sessions.

The marketing blitz paid off with the sale of the First Union Building this past year. The buyer, an owner of several retail properties in the Tampa Bay market saw the appeal of the property - a 4 story office building with easy access to I-275 and downtown St. Petersburg, with a roster of professional tenants in addition to First Union Bank. This, combined with Ross' focused marketing strategy was the key to sales success. However, the sale did not end the relationship between the property and The Ross Realty Group. The company is now the Leasing Agent for the facility, along with the retail properties owned by the buyer.

The Ross Realty Group, Inc.

Elliott M. Ross, CCIM
President

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Vice President

Associates

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William C. Clayton, CCIM

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Shari Green, Office

Julie Fine, CSM, Retail

Steve Stone, Retail

Lill Hanson, Retail

Judy Haner, Office

Vernon Shea, MAI, Industrial

Paul Peluso, Industrial

Karin Stewart, Office/Retail

Janice Corbett, Office/Retail

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Johanna Clemons, Property Manager

David Hildbold, Property Manager

Nancy Snyder, Accounting Manager

Christine Hulbert, Accounting

Andi Horvath, Accounting

Cynthia Litton, Accounting

Sharon Impemba, Accounting

Randy Hegwood, Maintenance Coordinator

Staff

Sally Gregory, Marketing Assistant

Angela Paxton, Marketing Assistant

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Real Ross Professionals



Julie Fine, CSM - Retail Leasing

Julie Fine has been active in the shopping center industry since 1979. Her experience includes working for DeBartolo Properties Management, Inc. as well as Heitman Retail Properties in Illinois, Michigan, Indiana, South Carolina and Florida. Julie's primary focus has been in managing upscale strip centers, regional shopping malls and tourist-driven centers ranging from 200,000 square feet to 1.1 million square feet. Her management responsibilities included work with prominent tenants such as Dillards, JC Penney, Sears, The Limited Group as well as local and regional retailers.

While managing The Mall at Shelter Cove in Hilton Head, she resolved major roof defects and coerced Firestone to make repairs in excess of \$250,000. Julie was also able to increase income to property owners by leasing seasonal tenants as well as developing a coin machine revenue program. She also developed an in-house landscaping program that cut costs by \$12,000 annually and improved the appearance of the property.

At Cherryland Mall in Traverse City, Michigan, Julie reduced outstanding rent receivables by 96.7%. She also facilitated the remodeling of twelve stores and buildout of eleven.

In Mattson, Illinois, Julie restructured the marketing department at the Lincoln Mall, which gave merchants confidence in the property value, and increased rents and occupancy in a declining primary market with increased competition.

Julie has been a member of the International Council of Shopping Centers since 1979. She is one of 1,700 Certified Shopping Center managers in the country and one of only a few CSM's in the Tampa Bay area. She is an active participant in operations, marketing and dealmaking seminars given by ICSC. Julie is also on the Planning Committee for the Florida Council of Shopping Centers, a member of the Clearwater Chamber of Commerce and the Florida Gulfcoast Commercial Association of Realtors.

A native of South Bend, Indiana, she attended Indiana University and multiple educational programs provided by the shopping center industry.

Ross' Reality Check



*Elliott M. Ross, CCIM
Realtor*



A Program for More Effective Sales Presentations

Are you satisfied with your sales results? Or, like most people, are you still looking for that magical mystery close, the secret potion of powerful presentations, the charm that will allow you to hypnotize every prospect into signing a contract without you having to lift a finger? As we all know, the bad news is that there simply are no magical formulas or potions - there are no shortcuts! The good news is that by following these simple steps, you will definitely increase your selling effectiveness. And, yes, I know you've heard it all before. But are you doing these things now?

1. ATTITUDE IS EVERYTHING

The most successful people have an attitude of achievement. They have clearly defined and achievable written goals, and action plan to achieve their goals and a commitment to "make it"!

2. ESTABLISH A RAPPORT WITH YOUR PROSPECT

Stop rushing into your sales presentation! Relax! The first few visits are to establish a rapport - a relationship - and to determine the prospect's needs. Find some common ground and use it in customizing your presentation.

3. LISTEN, LISTEN, LISTEN

Ask questions and be interested in the answers and listen! Talk less, listen more and increase your sales!

4. BE AWARE OF HOW YOU LOOK AND SOUND TO THE PROSPECT

Practice in front of a full length mirror, or better still, video tape yourself to discover if you have any gestures or habits that need to be eliminated.

5. FOLLOW THE S.S.T.T.P. FORMULA FOR EFFECTIVE PRESENTATIONS

That's Short, Sweet and To The Point! The most successful sales people choose every word carefully.

6. HAVE SPECIFIC WRITTEN GOALS FOR EACH DAY

If your goals are not measurable and aren't written down, they're not goals!

7. MANAGE YOUR PERSONAL GROWTH

Successful selling involves the effective use of words to paint pictures and establish trust and confidence. So read magazines ... fiction and non-fiction, books on marketing, advertising and selling ... build your word muscles and increase your vocabulary!

8. THIS IS FUN, SO ACT LIKE IT

Life is too short to spend all day being miserable. Selling is a game and it's fun. You get to solve people's problems by providing them with the level and quality of service they're willing to pay for. If that doesn't genuinely turn you on each day, you're in the wrong business!

Current Opportunities



PINELLAS COUNTY

FREE STANDING OFFICE BUILDING FOR LEASE

A 6,597 square foot former bank branch facility located West of Belcher Road on Main Street in Dunedin. 200' frontage of SR 580, immediate availability, high traffic location, zoned SC - Shopping Center.

BAY AREA DIALYSIS CENTER FOR SALE

A 7,058 square foot Office Building located on 9th Street North in St. Petersburg. Zoned for Residential, Office or Retail use. Great Investment Opportunity - Near Hospitals.

OAKHURST TRIANGLE FOR LEASE

A Professional and Retail Neighborhood Center with 740 to 900 square feet available. This Center services customers in Seminole, Largo, Pinellas Park and Beaches. Easy access from Oakhurst and 137th Street North.

PALM HARBOR SHOPS FOR LEASE

Highly visible Retail Center located North of Alderman Road on U.S. Highway 19 North with 1,800 to 2,450 square feet available. Each unit faces U.S. 19 North, join existing tenants Hooters, Radio Shack, Party City.

STEVENS OFFICE/WAREHOUSE FOR SALE

Attractive, well-maintained building located on Stevens Avenue in Oldsmar. Excellent opportunity for User/Investor for this 21,787 square foot facility. Access from Douglas Road and zoning is M-1 - Limited Manufacturing.

CLEARWATER INDUSTRIAL SPACE FOR LEASE

12,900 square foot industrial facility located on 60th Street North in Clearwater. Part or complete building available. 5,000 square feet is rated as a hazardous area. Fully sprinklered, overhead crane, large grade level doors and air conditioning in office areas.

SUNTRUST BUILDING FOR LEASE

Premier Office Building conveniently located on 1st Avenue South in downtown St. Petersburg. Reserved Garage Parking available, full service lease includes janitorial and all utilities. Full service bank on site.

HILLSBOROUGH COUNTY

CONVENTRY SQUARE FOR SALE

Distinctive Brick Colonial Williamsburg Style Office Buildings located in prestigious Carrollwood Village Area on North Dale Mabry Highway. 16,716 total square feet with private decks or balconies overlooking a nature preserve.

MEDICAL BUILDING FOR SALE OR LEASE

A 8,530 square foot Office Center on West Waters Avenue. Ideal Investment for Owner/User. Property consists of two masonry buildings zoned CN - Commercial Neighborhood.

CARROLLWOOD OFFICE BUILDING FOR SALE OR LEASE

A 5,008 square foot Professional Office Building conveniently located in the Carrollwood area. The 5,008 square foot space may be subdivided to fit more specific needs. Ideal for Owner/User.

For additional information about these opportunities, please call us:



ROSS REALTY

G R O U P, I N C.

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BULK RATE
US POSTAGE
PAID
Clearwater, FL
Permit # 300