

Contact:  
Michelle Surkamp, Sr. Marketing Coordinator  
Welsh Companies, 952.897.7763  
[msurkamp@welshco.com](mailto:msurkamp@welshco.com)

## **NAI Welsh Offers Accelerated Marketing Program to Help Property Owners and Financial Institutions Dispose of Troubled Real Estate Assets**

*The NAI Global Commercial Property PowerSale™ features auctions, sealed-bid sales to  
accelerate sales cycle and achieve highest possible price*

**MINNEAPOLIS, MN (February 27, 2009)** NAI Welsh announced it is participating in the Commercial Property PowerSale™, an Accelerated Marketing Program (AMP) created by NAI Global to help property owners and financial institutions dispose of troubled real estate needs.

NAI Global is the premier managed network of commercial real estate firms and one of the largest real estate services providers worldwide. NAI Welsh is the exclusive NAI member firm in the Twin Cities.

“We work closely with our clients to help them find the right solution for their properties,” said Bill Wardwell, Executive Vice President, NAI Welsh. “This program offers effective options for clients who are having difficulty in today’s market and who believe that an auction process may benefit them.”

“Delinquencies are on the rise, and with an estimated \$400 billion dollars of commercial real estate loans coming due in 2009, we believe there is an urgent need for nontraditional marketing approaches,” said Jeffrey M. Finn, President & CEO of NAI Global. “The days of buyers standing in line for each new offering ended abruptly with the credit crisis in 2008. With limited access to new capital, more and more property owners are faced with a difficult situation – what to do with their troubled asset as loans come due in a depressed economy and with a distressed debt market. Our AMP gives clients the opportunity to sell their asset quickly, reducing their holding costs and securing true market value for the property.”

The Commercial Property PowerSale™ employs a variety of accelerated marketing techniques that have proven effective in previous economic cycles when traditional sales channels are gridlocked. Property owners will have the option of offering their property for sale via a series of

live online auctions, sealed bids or a unique combination of the two formats. Properties in the Commercial Property PowerSale™ benefit from an aggressive marketing campaign that includes focused print, broadcast and electronic advertising, and a direct-to-buyer outreach to more than 175,000 active buyers. Sellers are assured a shortened sales process and a date certain sales schedule. The three program options – Auction Marketing, Sealed-Bid and Sealed-Bid Plus™ – set up a competitive bidding environment that creates urgency, forcing buyers to act immediately.

The program is open to both private and institutional owners and will include the sale of both commercial real estate equity and loans. Sellers may submit an individual asset or an entire portfolio, and property types will include everything from office, industrial, retail, hospitality and multifamily properties, to residential subdivisions and land for development. Both performing and non-performing commercial real estate loans may also be offered for sale. The NAI Welsh team will evaluate each property and guide the seller through the program process, helping them to choose the sales vehicle that best suits their needs.

#### **About Welsh**

Welsh is a full-service commercial real estate company headquartered in the Twin Cities with regional offices in Minneapolis and St. Paul; Chicago, Illinois; St. Louis, Missouri; Detroit, Michigan; and Cincinnati, Ohio. The Welsh organization consists of more than 300 professionals whose expertise extends into every aspect of commercial real estate including office, industrial and retail brokerage, corporate services, property management, facility management, construction, architecture, development, financing and investment services. The brokerage division, NAI Welsh, which operates in the Minneapolis/St. Paul market, is an affiliate of NAI Global, a multinational network of skilled commercial real estate professionals strategically located in 325 markets worldwide. To learn more about Welsh, go to [www.welshco.com](http://www.welshco.com).

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