



## *The Company*

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**SHARP COMMERCIAL, INC.**

sales • leasing • management

At Sharp Commercial we believe you deserve a specialist. Sharp Commercial is just that specialist. We are dedicated to commercial leasing, sales and management exclusively in the Coachella Valley. Sharp Commercial utilizes its vast retail knowledge of the Coachella Valley commercial real estate market and leverages its proven relationships with outside brokers, tenants and the Coachella Valley's various municipalities to ensure its clients a successful project. We believe that

the difference between a successful project and a vacant one is the knowledge and expertise that only specialists can provide. Representing and managing over two million square feet in the Coachella Valley, Sharp Commercial is one of the most active and largest privately owned Commercial Brokerage's in the Coachella Valley.

Sharp Commercial offers peace of mind. Our clients demand aggressive, enthusiastic, and dedicated professionals who specialize exclusively in the Coachella Valley. That is just what we deliver. In order to facilitate our clients investment goals we work in alliance with tenants and owners to create the most profitable tenant mix in the newly constructed center, re-tenant the neglected center and keep the centers occupied. Sharp Commercial utilizes its vast retail knowledge of the Coachella Valley commercial real estate market and leverages its proven relationships with outside brokers and tenants to find and secure those most qualified to lease client's space.

### *Heather Sharp, President*

Although Heather grew up in a real estate family her "official" real estate career began with one of the foremost developers of the 20th century, Mr. Ray Watt, at the age of sixteen. Inspired by Mr. Watt's passion for real estate Heather obtained her real estate license shortly after graduating high school. With twenty active years in real estate, Heather is exceptionally knowledgeable in all aspects of leasing, sales, marketing, acquisition and management. In those twenty years she has successfully worked with industry leaders Colliers International, Kaufman and Broad (currently known as KB Homes) and Watt Inc. but perpetually fueled by an entrepreneurial spirit Heather chose to leave the security of Colliers International to launch her own commercial brokerage... Sharp Commercial now prides itself on being one of the most active and largest privately owned commercial brokerages in the Coachella Valley. With nearly a decade in the Coachella Valley, Heather has cultivated a vast commercial inventory and fostered relationships with all types of tenants, on a local and national level. Integrally involved with her clients projects Heather's expertise includes site plan development, center rehabilitation, creating and securing an exceptional tenant base and successfully managing hundreds of thousands of square feet of commercial property.

Heather has proven success with her intense work ethic, personal integrity and dedication to client service



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## ***Marketing Strategy***

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The cornerstone of Sharp Commercial's philosophy is a strong personal and management commitment to major project marketing. We are dedicated to a successful marketing program.

Our trademark is to saturate the marketplace with extensive exposure. The backbone of our approach consists of a strong, well organized, and coordinated canvassing program. This program will be integrated with and supplemented by a professional array of marketing services and materials.

Within the market there is a segment of those most likely to buy, to lease, to need our efforts, energy, and skills. This segment of prime prospects is the key to every marketing opportunity.

As full-time commercial real estate professionals, dedicated to the leasing and sales of commercial properties, we provide marketing services to accomplish the following objectives:

Design and implement an aggressive marketing program which will specifically position the property in a manner that will attract prospective tenants.

Promote the property's attributes by producing and distributing a comprehensive property offering prospectus. Create a market by extensively exposing the property. Advise the Owner on current competition, market data, and acceptable negotiation practices.

Qualify potential Tenants relative to their financial condition, and proposed use. Personally introduce the property to the most logical Tenants utilizing our relationships to expose and promote the property.

To accomplish these objectives, Sharp Commercial will employ an organized, systematic marketing program, which combined with the experience of the marketing team, will assure you the best effort in the real estate industry.

We know who the right people are, where they are, what their business goals and objectives are, what problems confront them, and what factors influence their decisions, based on this we have built a comprehensive and impactful marketing plan.

### ***Our marketing goal is impact...***

*We want to crash through the complacency created by marketing, advertising, and communications clutter. That's why we have no "canned" plans. Plans for select properties are developed to meet specific requirements and objectives. They're built on research, information, and data. And they're designed to ensure that our message goes directly to the people we want to talk with. Yet, as diverse as each plan and property may be, there are elements common to all our efforts. Among them are the elements we believe will be most effective for each project.*



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## Advertising

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**Marketing Collateral** :: Creative, aggressive Property Brochures. Consistent Direct Mail campaigns. Direct Mail, Letters, Bulletins, Postcards and Special Announcements.

**Newspaper** :: provides us with shorter lead times, geographies targeting, wide reach, cost effectiveness, and fast reader response.

**Business-to-Business Publications** :: offers targeted audiences, high levels of reader interest, long ad life, quality reproduction.

**Real Estate Trade Publications** :: broadens the scope of the selling effort and keeps the brokerage community and tenants informed.

**Networking** :: Our marketing team will be pro active in promoting the property to the Coachella Valley Economic Partnership, the Chamber of Commerce, Desert Area Commercial Information Exchange, Commercial Investment Committee of The Board of Realtors, Loop Net, Co Star, ICSC, and Dealmakers. We will also be in attendance at the major real estate conferences.

**E Marketing** :: E-mails, single web page invitations and announcements. Posting the listing on the brokerage community, regional and national websites. This will include Loopnet, Co Star, and DACIE.

**Site Signage** :: Distinctive Sharp Commercial, Inc. signage

**Personal Canvassing** :: Direct, door to door contact with potential tenants for the site.

**Community and Governmental Relationships** :: Our long term relationships with the municipalities in the Coachella Valley will benefit Landlords and keep the out of town prospective tenant informed of our available projects.



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## Significant Projects

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111 Town Center in Palm Desert, California :: Best Buy Anchored Regional Shopping Center



Heritage Court in Indio, California :: Neighborhood Retail Center



Plaza La Quinta in La Quinta, California :: Von's Anchored Shopping Center



Sunrise Square in Palm Springs, California :: Grocery Anchored Retail Shopping Center



NWC of Vista Chino and Sunrise Way Palm Springs California

The project is an established grocery anchored center currently undergoing a major renovation which will include 80,000 square feet of new anchor, shop and pad space.



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## *Professional References*

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J. Hartley Kantor  
PO Box 5467  
Palm Springs, CA. 92263

February 12, 2004

Dear Heather,

It has been exactly one year since we first met and started doing business together. I wanted to thank you and also commend you for the outstanding job you have done on my behalf, during this past year.

If you will recall, I first contacted you, regarding my interest in investing in Retail Commercial Property in the Coachella Valley within a price range of 6 million to 12 million dollars, to satisfy a 1031 Exchange. Perhaps, you remember that I had previously spoken with three other well known commercial real estate agents in the desert and each one of them told me that nothing like what I had described existed in the Valley and wished me good luck. You, on the other hand, in a short period of time presented me with four properties, all of which met my criteria. After some consideration, I settled on one of the four properties. You were relentless in your efforts to complete the negotiations, escrow and 1031 facilitation. And in a timely manner I acquired the property.

Additionally, the people you put me in contact with, namely the Escrow Company, the 1031 facilitators, the legal council, were professional and efficient. You obviously surround yourself with capable professionals.

The next assignment I set for you was to lease the spaces that were occupied month to month, and at the same time improve the quality of the tenant mix in an effort to add value to the property. In less than eight months since acquisition you have accomplished this goal. The property is 100% leased to quality tenants and is a trophy property.

What can I say but THANK YOU. You have done an outstanding job.

Yours truly,  
J. Hartley Kantor

Via email executed hard copy to follow



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Lichter Venture Group  
1660 Union Street, Suite 400  
San Diego, CA 92101

June 7, 2005

Heather Sharp is my exclusive agent on our exciting new retail project ...the Island at La Quinta. In the year that she has worked with me ...I have been dazzled by her energy level, knowledge, follow up, marketing skills, savvy and enthusiasm. As the former CEO of Burnham Real Estate Services Companies in Southern California, I hired, trained and managed close to a thousand commercial sales and broker associates during my tenure there. Heather Sharp rates at the top of that elite group in my opinion.

Bob Lichter  
President  
LICHTER VENTURE GROUP



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OPTIMA ASSET MANAGEMENT SERVICES, INC.

OPTIMA ASSET MANAGEMENT SERVICES, INC.

1600 Dove Street

Suite 480

Newport Beach, CA 92660

PH: 949-852-0900 FX: 949-752-5113

June 12, 2006

Between John R. Saunders and Optima Asset Management Services, we own and operate more than 4.5 million square feet of property in Southern California. More than three hundred transactions are consummated each year.

Heather Sharp continues each year to be, not only one of our favorite exclusive agents, but far and away one of the most productive.

Sunrise Square, located in Palm Springs California, was a neglected and under developed center when we purchased the property. Within six months of closing escrow Heather Sharp not only secured new national credit tenants but was instrumental in the development process. Due to Heather's exceptional ability as a leasing agent and complete dedication to her assignment Sunrise Square is now, not only extremely profitable, but a trophy center.

Sincerely,

Douglas Morehead, President

Optima Asset Management Services, Inc.



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