



CoStar PRIVATE SALE NETWORK™

Focus on the  
Buyers Who  
Can Close

# Private Has Its Privileges

CoStar Private Sale Network provides the tools and services to introduce listings to your private database of investors, securely and professionally. Services range from single property websites to complex national transaction platforms; company sites, team sites, email marketing, and everything in between.



*We support your brand by building custom commercial real estate websites that make a connection, whether you're using it for a single listing or for teams, brokerages and practice groups.*

## Find the Right Buyers with a Custom Website

Give investors secure access to sensitive listing information with easy to use property websites. Through registrations, online confidentiality agreements, and due diligence war rooms, you'll protect yourself and your seller. And through advanced tracking and reporting, you'll narrow in on the right buyers.

We've developed websites for clients ranging in size from the big brokerages and national practice groups, down to boutique brokerages and two person teams. We work for so many different sized organizations because we listen, and design for you and your brand.

Institutional clients understand the power of a brand and expect a seamless, cohesive graphic design across all touch points. We support your brand by building custom commercial real estate websites that make a connection, whether you're using it for a single listing or for teams, brokerages and practice groups.

## TAKE CONTROL OF YOUR LISTINGS

Our customers use our proprietary web-based tool to power the availabilities section of their websites. It allows marketing coordinators and brokers to quickly build a professional listing-specific website to leverage all the powerful transaction management functions we offer, such as investor registrations, online confidentiality agreements and secure due-diligence war rooms.

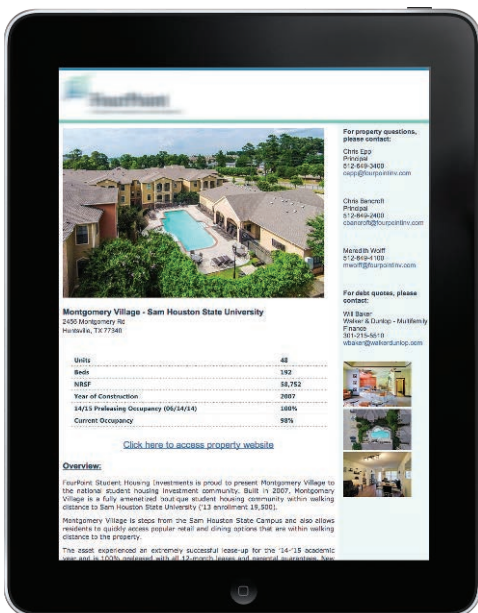
Property websites start at \$250 per property, using our standard templates. Integration with CoStar Brokerage Applications, custom template designs that match your brand, and volume discounts are available.



## BROADCAST PROFESSIONALLY WITH SMART EMAIL MARKETING

Use our web-based email marketing tool specifically built for commercial real estate professionals. From your private account, load an unlimited number of contacts into any number of lists, customize your professionally designed template and send it out. Now you're ready to communicate new property announcements, bid deadlines, sold tombstones and market news updates in a fast and professional way. Listing information, photos, and broker contacts populate automatically. We provide reporting on clicks and views, and manage opt-outs and bounce-backs.

Get started for \$250, which includes your custom email template design, then pay just \$25 per month or 2.5¢ per email sent, whichever is greater.



## COMPLETE SERVICE LIST

### Custom Website Design

- Commercial Real Estate Websites
- Broker Team Websites
- Boutique Brokerage Websites
- National Practice Group Websites
- Property Websites
- Off-Market/Pocket Listing Websites
- Listings Database Websites
- Available Properties Page

### Blast Email Marketing

- Listing Emails
- Market Update Emails
- Company Announcement Emails
- Call for Offers Emails
- Sold Tombstone Emails
- Event Invitation Emails
- Newsletter Emails
- Detailed Reporting
- Emails-Opened Tracking
- Unsubscribe Tracking
- Bounce-Back Email Tracking

### Property Marketing & Transaction Management

- Web-based Administration Interface
- Build Listing-Specific Websites
- Investor Registration Options
- Security Settings
- Confidentiality Agreements
- Due Diligence War Rooms
- Advanced Investor Tracking
- Detailed Reporting
- Twitter, Facebook, LinkedIn
- Integration with your Website
- Integration with CoStar Brokerage Applications
- Integration with your Corporate CRM

### Commercial Real Estate Website Hosting & Domains

- Hosting for Your Company Website
- Hosting for Property Websites
- Hosting for Files Linked in Blast Emails
- Company Domain Registrations, YourCompany.com
- Property Domain Registrations, PropertyAddress.com

## GET IN TOUCH

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**CoStar**™  
The knowledge market