

The background of the title section is decorated with a pattern of small, colorful squares (orange, teal, yellow, blue, and purple) arranged in a grid-like fashion, with some squares missing to create a pixelated effect. The word 'LOCAL' is in large black letters, 'MARKETING' is in white letters inside a red rectangle, and 'PLAYBOOK' is in large black letters. Horizontal lines are placed above and below the red rectangle.

LOCAL MARKETING PLAYBOOK

Corporate Marketing Department
marketinggroup@ngkf.com

Graphics Department
graphicsdepartment@ngkf.com

MARKETING IN YOUR LOCAL OFFICE

Regardless of your location, size and budget, there are many opportunities for you to create awareness and promote the Newmark Grubb Knight Frank (NGKF) brand in your local market.

Enclosed you will find a wide range of effective outlets to market NGKF, for all budgets. Utilize this Marketing Playbook as your guide to developing a coordinated, proactive annual marketing plan and corresponding budget. The direction and examples shown in this manual are meant to serve as a flexible and scalable guideline that should be adjusted appropriately for your market, taking into consideration the size of your office, and corresponding budget allowances.

Contact the Corporate Marketing department at marketinggroup@ngkf.com with questions about any of the items included in this playbook.



ADVERTISING



OFFICE EMAIL PROGRAM



INDUSTRY EVENTS AND SPONSORSHIPS



PUBLIC RELATIONS



MEDIA REPRINTS



SOCIAL MEDIA



WEBSITE



PROFESSIONAL BIOGRAPHIES



RESEARCH



RECEPTION AREA INFORMATION



SALES PROFESSIONALS



ADVERTISING

Develop an advertising calendar and budget that reflects a mix of the types of advertising that will be most effective for your market. Your budget should be developed with guidance from local management.

Transaction Advertising

- ♦ We strongly suggest that annual advertising campaigns focus primarily on ads that promote completed transactions, connecting NGKF's brand directly with the work we do and the clients we serve. Every advertising program should account for regular tombstone/deal ads, as well as year-end and possible mid-year multiple deal ads.

Local Image/Educational Advertising

- ♦ Advertising that promotes local messaging on services, strengths and differentiators creates awareness, while also educating the local market about your office.
- ♦ Whenever possible, look to run ads promoting local awards, rankings and other notable recognitions to give advertisements substance and tie the company name to successes.

Service Line Advertising

- ♦ Consider incorporating ads that promote individual service lines into your advertising plan. Service line advertising can be educational or transaction focused. These are used to get NGKF's name out while also educating the market about your office's specific service strengths.
- ♦ These ads can be planned for target publications, or special issues in business/local trade publications focusing on particular services.

Image/National Advertisements

- ♦ NGKF Corporate Marketing can provide general, national corporate ads and messaging that can be used when looking to achieve overall brand recognition of NGKF and its services in your market.
- ♦ While these ads can be used from time to time for general branding purposes, they should not form the core of a local advertising program.

Templates available. Contact [Corporate Marketing](#) for assistance in creating corporate ads.

LEADERS IN REAL ESTATE SOLUTIONS.

Newmark Grubb Knight Frank is one of the world's leading commercial real estate advisory firms. Operating from more than 330 offices in established and emerging property markets on six continents, our integrated services platform provides clients with a single-source solution for every phase of occupying or owning a property.

With a full range of services including leasing advisory, global corporate services, investment sales and capital markets, consulting, program and project management, property and facilities management, and valuation and advisory services, we provide comprehensive real estate solutions to corporations, property owners, investors and developers around the globe.

Newmark Grubb Knight Frank

North America • South America • Europe • Asia-Pacific • Africa • Middle East www.ngkf.com

EXPLOSIVE TRANSACTIONS

Newmark Grubb Knight Frank is pleased to have represented the following clients:

Greentree Parkway Associates II LP In the lease renewal of 125,000 square feet Parkway Center 4 & 6 875 Greentree Road Pittsburgh, PA	Keystone Property Group In the lease of 99,000 square feet Keystone Summit Corporate Park 3000 Ericsson Drive Warrendale, PA
Navy Portfolio and SAI Capital In the sale and purchase of 92,000 square feet Scott Towne Center 2101 Greentree Road Pittsburgh, PA	Marc USA In the lease renewal of 37,000 square feet Commerce Court 225 W. Station Square Drive Pittsburgh, PA

Newmark Grubb Knight Frank

210 Sixth Avenue, Suite 600, Pittsburgh, PA 15222
T: 412.281.0100
www.ngkf.com



ADVERTISING

Advertising Calendar

Develop an advertising calendar and budget that represents the types of advertising that will be most effective for your market. The plan should account for some flexibility depending on deals and news as they happen throughout the year.

Important information to consult when developing your advertising schedule:

- ♦ Identify local industry and business publications that will reach your target audience most effectively.
- ♦ Consult editorial calendars to plan for appropriate special issues (real estate, service lines, etc.)
- ♦ Consider a mix of print, web and email advertising.

A sample schedule with modifiable components is shown below:

PRINT ADVERTISING

Month 1	Local Industry Pub 1	Full page, year-end multiple deal ad	
	Local Business Pub 1	Full page, year-end multiple deal ad	
Month 2	Local Industry Pub 1	1/4 page deal tombstone ad	
	Local Business Pub 1	1/4 page deal tombstone ad	
Month 3	Local Business Pub 1	Full page service-line corporate ad	Real Estate Special Issue
[Repeat Quarterly Plan]			
Month 6	Local Industry Pub 1	Full page multiple deal ad, service line focused	Service Line Special Issue (retail, capital markets etc.)
	Local Business Pub 1	Mid-year multiple deal ad	
[Repeat Quarterly Plan]			
Month 9	Local Industry Pub 1	Full page local news highlight ad (industry ranking, deal award won, etc.)	
	Local Business Pub 1	Full page local news highlight ad (industry ranking, deal award won, etc.)	

ONLINE ADVERTISING

Month 1-3	Local Industry Pub 1	3-month website banner ad campaign
	Local Business Pub 1	3-month website banner ad campaign
Month 9-11	Local Industry Pub 1	3-month website banner ad campaign
	Local Business Pub 1	3-month website banner ad campaign

EMAIL ADVERTISING

Month 1-3	Local Industry Pub 1	1 week/month, daily email newsletter banner ad campaign
Month 9-11	Local Industry Pub 1	1 week/month, daily email newsletter banner ad campaign



OFFICE EMAIL PROGRAM

A coordinated and regularly scheduled program for email outreach can be a cost-effective way to promote NGKF and your office.

Your local email campaign may include:

- ♦ Deal promotion
- ♦ Research: quarterly market reports, local specialized research reports, national reports, articles of interest
- ♦ Local awards/rankings
- ♦ Service line newsletters
- ♦ Externally appropriate Corporate Communications
- ♦ Advertising can be leveraged directly into email campaigns in a coordinated plan to maximize your messaging.

Templates available. Contact [Graphics](#) for assistance in utilizing MindMatrix for local eblasts.

NGKF
Capital Markets

**Newmark Grubb Knight Frank
is pleased to congratulate**

Josh Malka

on being named among the

**"Top 20 Commercial Mortgage
Brokers Under 35"**
The Mortgage Observer

NGKF's Loan Sale Advisory Director Josh Malka was named among *The Mortgage Observer's* "Top 20 Commercial Mortgage Brokers Under 35." This list salutes the best and brightest commercial mortgage brokers across the country.

Mr. Malka has been involved, since 2009, in transacting more than \$2 billion in loan sales transactions. This year alone, he's on track to complete nearly 30 transactions totaling \$250 million in sales.

Formerly with Helios Capital Advisors—the firm merged with NGKF in October 2012—Mr. Malka has an expanded geographic reach and the backing of NGKF's national reach. He primarily covers the northeast but gets involved in deals throughout the country.

Some of Mr. Malka's recent deals have been completed in Nevada, Florida, Maryland, Virginia, New Jersey, Connecticut and Pennsylvania, including the off-market sale of a \$35 million loan pool he sold at the end of the third quarter of 2013 in Maryland and Virginia.

[Click here to View Issue](#)

facebook twitter LinkedIn www.ngkf.com

Date Goes Here

**ARTICLES OF
INTEREST.**
**Newmark Grubb
Knight Frank**

Publication: Article Name (Hyperlink this to the URL of the article) [10/13]
Description goes here.

Publication: Article Name (Hyperlink this to the URL of the article) [10/13]
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Publication: Article Name (Hyperlink this to the URL of the article) [10/13]
Description goes here.

facebook twitter LinkedIn www.ngkf.com

**Newmark Grubb
Knight Frank**

Newmark Grubb Knight Frank
is pleased to have represented

Client Name

in the leasing of

100,000 square feet

at

**125 Park Avenue
New York, NY**

Broker Name, Broker Name, and Broker Name of Newmark Grubb Knight Frank represented Client Name in this transaction.

facebook twitter LinkedIn www.ngkf.com



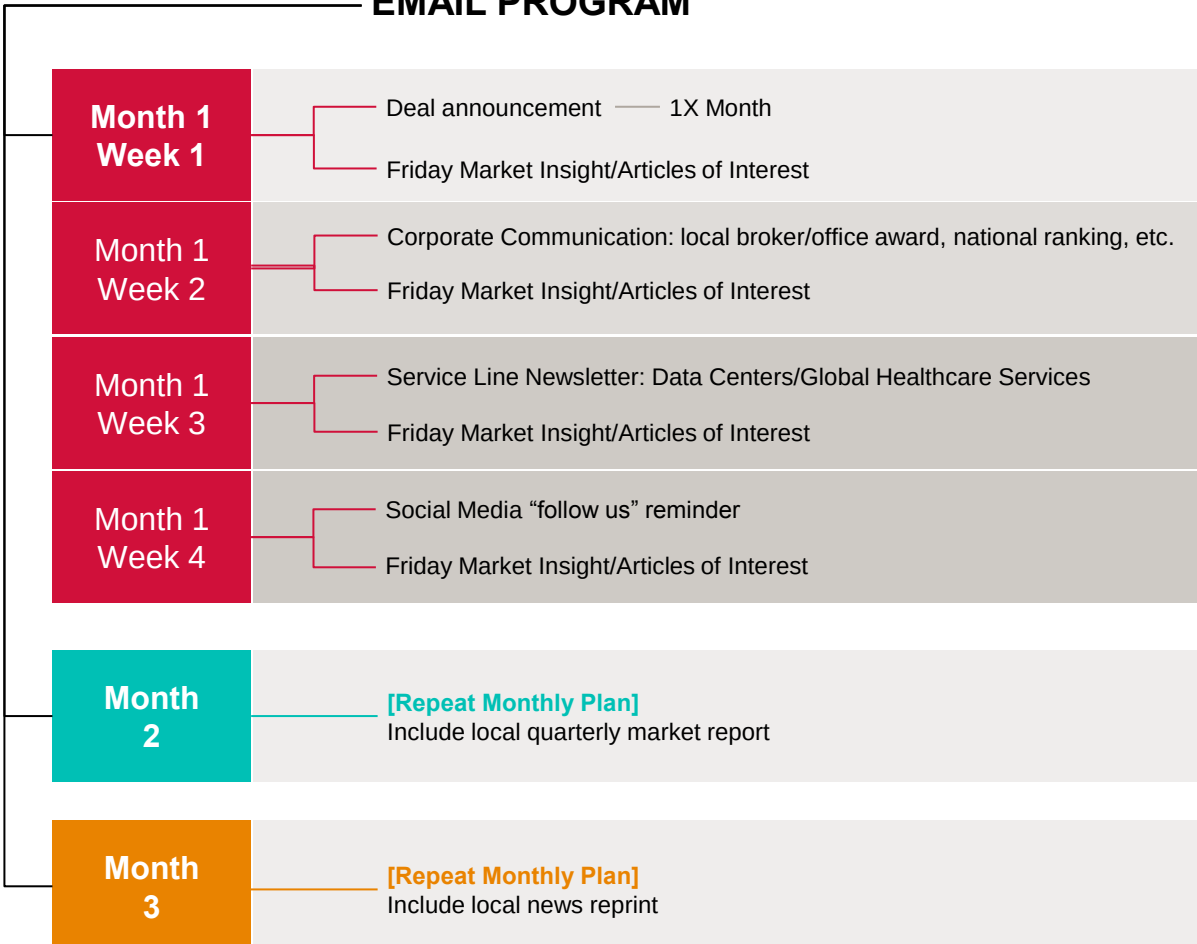
OFFICE EMAIL PROGRAM

A sample three-month schedule is shown below, which you may modify to fit your local market. Be aware and respect your audience and the volume of your communications, and modify your schedule as items become available to avoid over-communicating.

It is important to always adhere to anti-spam rules by following list building and opt-out guidelines.

Contact the [Legal](#) department with any questions on email spam regulations.

EMAIL PROGRAM





INDUSTRY EVENTS/SPONSORSHIPS

NATIONAL INDUSTRY EVENTS

Participation in industry events is an effective way to promote NGKF while offering opportunities for direct networking with clients, prospects and industry peers.

NGKF participates in a number of national events that are coordinated at the corporate level. Most of these events include conference sponsorship/participation, as well as an NGKF-held client event. These events, and the groups that run them, are as follows:

CoreNet Global Summit

- ♦ Autumn, annually. Run by Corporate Marketing

ICSC RECon

- ♦ Las Vegas, May, annually. Run by NY Retail Operations, with Corporate Marketing support

ULI (Urban Land Institute)

- ♦ Fall, annually. Run by NY NGKF Capital Markets, with Corporate Marketing support

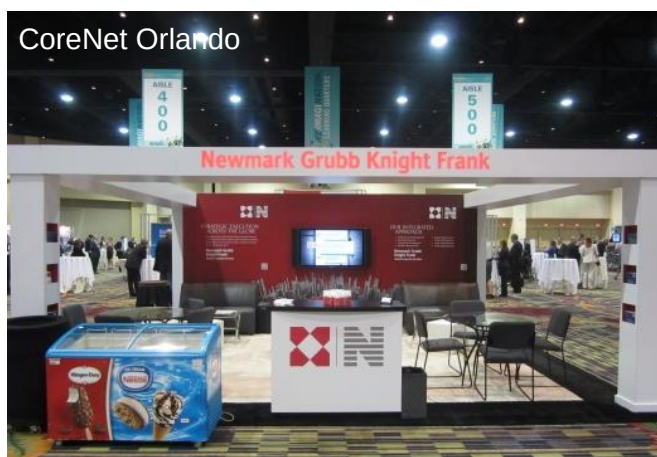
IMN (Information Management Network)

- ♦ January, annually. Run by NY NGKF Capital Markets, with Corporate Marketing support

MIPIM (Le marché international des professionnels de l'immobilier)

- ♦ Cannes, France. Spring, annually. Run by Knight Frank, coordinated with Corporate Marketing and NY NGKF Capital Markets

Contact [Corporate Marketing](#) for a current calendar of these events.





INDUSTRY EVENTS/SPONSORSHIPS

LOCAL EVENTS

Local events are run by the local office. Develop an annual plan and budget for your market by reaching out to the local contacts of industry organizations and publications to gather a list of annual events and select those with highest impact for your local operation.

Your local management as well as sales professionals can be an excellent source of recommendations on which industry events are the most impactful.

Booths/Exhibit Hall Sponsorships

- ♦ Corporate Marketing can support through providing booth structures and guidance or creation of booth artwork.
- ♦ Contact Corporate Marketing for a list of booths available for use. Costs for shipping and artwork charges are the responsibility of the local office, so budget accordingly.

Speaking Opportunities

- ♦ Speaking engagements and panel discussions serve as excellent opportunities to position NGKF as a thought leader in the market. Sales professionals should be encouraged to get involved and participate.
- ♦ Sponsorships typically include a variety of branding opportunities within a range of cost levels.





INDUSTRY EVENTS/SPONSORSHIPS

LOCAL BRANDING SPONSORSHIPS

Local community sponsorships offer high-visibility brand recognition opportunities. Some examples are as follows:

Event Sponsorships

- ◆ **Placements at local community events** are an opportune way to reach the target audiences of clients and prospects, beyond the brokerage community.

Street Pole Banners

- ◆ **Street pole banners may be an option available, particularly in larger city centers.** Select locations based upon visibility and relation to NGKF, such as neighborhoods where your office does business, or around the local NGKF office.



CHARITABLE SPONSORSHIPS

NGKF believes in giving back to the communities in which we live and work.

- ◆ **Charity sponsorships**, especially those that offer volunteer opportunities for involvement by members of the local office, are a great way to foster teambuilding while giving back in a way that represents NGKF's brand in a highly rewarding manner.
- ◆ **Speak with local office leadership and team members** when developing a plan for charitable efforts. It is likely that members of your office can offer ideas of charities to recommend, which they may already be involved in on a personal level.



Chicago – JPMorgan Challenge



Intern Charity Day New York



INDUSTRY EVENTS/SPONSORSHIPS

NGKF HOSTED LOCAL EVENTS: EXTERNAL

Offices may consider hosting local events for client outreach. On-the-ground event planning is the responsibility of the local office. Corporate Marketing can support by providing guidance or assistance in the branding/artwork for the events.

- ♦ **Events such as forecast, state-of-the-market and other events can occur annually**, and position NGKF as thought leaders in the local market.
- ♦ **One-off events may be planned to promote or demarcate significant moments in time** for a local office, such as a recent significant expansion of sales professionals, acquisitions and service offerings.
- ♦ **Maximize opportunities to promote the NGKF brand** through local media outreach, email and social media.



NGKF HOSTED NATIONAL EVENTS: INTERNAL

NGKF holds a number of national internal events that are coordinated at the corporate level.

These events, and the groups that run them, are as follows:

Top Producers Retreat

- ♦ April, annually. Run by Corporate Management and NY Operations, with Corporate Marketing support.

NGKF Capital Markets Conference

- ♦ December, annually. Run by NY NGKF Capital Markets, with NY Operations and Corporate Marketing support.

Industrial Strength Connection Conference

- ♦ September, annually. Run by national Industrial leadership, with local office support and Corporate Marketing assistance.

Retail Conference

- ♦ Spring, annually. Run by national Retail leadership, with Retail and NY Operations and Corporate Marketing support.

National Marketing and Research Conference

- ♦ New York. Spring/Autumn bi-annually. Run by Corporate Marketing, Business Development and Research.

Contact [Corporate Marketing](#) for a current calendar of internal events.





PUBLIC RELATIONS

Public relations carries great value in that it promotes NGKF through credible third-party sources. For organizational purposes, each office should have a designated local marketing contact who coordinates local public relations opportunities with NGKF's Communications team. The Communications team can be reached at publicrelations@ngkf.com.

Opportunities to promote your office through the media include:

Deals and Assignments

- ◆ Promote noteworthy deals done and assignments won.

Research

- ◆ A valuable component to any public relations program, offering educational information to viewership and positioning NGKF as a thought leader.

Local News

- ◆ Significant news such as acquisitions, new service line expansions, and high-level new hires offer public relations opportunities.

Rankings and Awards

- ◆ Local publications typically compile industry rankings and broker awards. Consult industry publication editorial calendars, and reach out to publication contacts to ensure you are informed of any requests for submission of rankings and awards.
- ◆ All local rankings should be sent to Corporate Marketing for approval prior to submission.
- ◆ Contact the Communications team for coordination of any local broker/office award submissions.

National Ranking Submissions

- ◆ Handled exclusively by Corporate Marketing to raise awareness of NGKF and its contributions to the industry.

Industry Events/Sponsorships

- ◆ Explore local events for speaking/panel opportunities. (See Industry Events/Sponsorships section.)

Sony Music signs long-term lease in Rutherford's Meadows office complex

AUGUST 4, 2014, 1:16 PM LAST UPDATED: TUESDAY, AUGUST 5, 2014, 7:16 AM
BY LINDA MOSS
STAFF WRITER
THE RECORD

Example Article
New Jersey Office



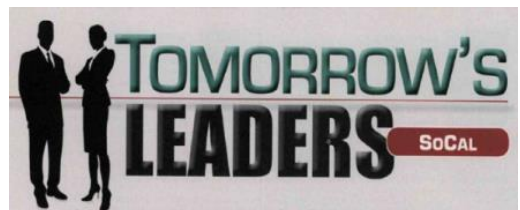
ANTHONY POSTER PHOTOGRAPHY

A photo of The Meadows office complex at 301 Route 17 North in Rutherford. The buildings were recently renovated.

Sony Music is the latest tenant moving to The Meadows office complex in Rutherford, signing a long-term lease for 39,200 square feet.

Sony will occupy the top two floors of 301 Route 17 North in December when it relocates from its current offices in Lyndhurst, according to Newmark Grubb Knight Frank, the exclusive leasing agent for the Rutherford property.

In a separate deal, Woodbridge-based Onyx Equities LLC, which owns the Rutherford center, announced Monday a new lease for another one of its Bergen County properties. PNC Wealth Management is relocating from the Paramus Country Club campus to larger space at Onyx's Sealfon's building at 257 East Ridgewood Ave., Ridgewood. PNC Management is the anchor tenant of that soon-to-be-renovated property, according to Onyx.



Who says it takes decades to make a name for oneself in this business? Meet 25 young professionals who are already building formidable reputations in Southern California's commercial real estate scene. By Kristi Berland, Natalie Dolce, Rayna Katz and Brian Regal
Search GlobeIt.com/Young Professionals for more up-and-coming profiles.



BYRON FOSS, 34
Managing Director
Newmark Grubb Knight Frank
Newport Beach

A former Major League Soccer player, Foss made a career change to become a commercial real estate broker. In the past four years, he has completed over 4.5 million square feet of transactions, including representing Orange Courier in its 129,600-square-foot lease renewal in Santa Ana. Frequently ranked as one of NGKF's top producers, Foss is responsible for representing North American-based corporations and property owners. He credits ongoing education, an open mind to creative solutions and lessons from past experiences as reasons for his success. Foss has a Master of Corporate Real Estate from CoreNet Global and is a member of CoreNet Global and US Green Building Council. Additionally, he regularly counsels youth at the Newport Beach Sports Museum.



- ◆ Reprints can be placed on our corporate website and/or on local/national social media sites.

- ◆ Share with prospects and include in sales presentations and new client packages.

- ◆ Reprints can be sent via email as part of a direct mail campaign to customers and prospects.

- ♦ Reprints make a useful addition to education packets at local workshops and conferences.

Real Estate Forum[®]

an ALM Publication
October 2012

REAL ESTATE FORUM'S

As one of the largest commercial real estate media outlets in the world, it's no surprise that this New York is also home to some of the most active deal-makers around. Recently, the editors of this *Forum* collected deal data from leasing and investment brokers across the north area to come up with a number of the most prolific brokers in the market. The top five broker leaders by the top 15 brokers or brokerage teams who handled lead and brand representation, followed by the top 15 most active investment sales brokers or teams, both at alphabetical order.

METHODS: Deal information for commercial real estate brokers listed in Greater New York between August 1, 2011 and July 31, 2012, and all data shown has been supplied and verified by the companies themselves. Leasing brokers were given scores based on the total number of transactions they closed, the average of all lead and total deal volume. The deal score will be based on the number of transactions and the total dollar volume, with the lowest on the average of these two figures.

LEASING

Which Leasing Brokers Took The Top 3 Spots, By Category?

By Total Square Feet of Deals

1. Brian S. Waterman, Newmark Grubb Knight Frank (2,029,754)
2. Scott Goldstein, Michael Levenshtein, Steven B. Segal, CBE (2,290,295)
3. David A. Falk, Newmark Grubb Knight Frank (2,029,754)

By Total Number of Deals

1. Brian S. Waterman, Newmark Grubb Knight Frank (154)
2. Falk High Kosloski, Prudential Dodge, (154)
3. David A. Falk, Newmark Grubb Knight Frank (82)

By Total Value of Deals:

1. Brian S. Waterman, Newmark Grubb Knight Frank (\$2,029,754)
2. David A. Falk, Newmark Grubb Knight Frank (\$2,029,754)
3. John Gold, Sun Field, Robert Linn, Goodman & Wakefield (\$2,029,754)

DAVID A. FALK
VICE PRESIDENT, NEWMARK GRUBB KNIGHT FRANK
Total SF of Deals: 2,029,754
Total Number of Deals: 82
Total Value of Deals: \$2,029,754

Cover in new status as a combined company, New Grubb Knight Frank has had a big year, and its newly Th-Share president David Falk is churning big deals to boot, including a recent \$500,000+ Hana Waxman Health and to French parent on Madison Avenue and at Hudson Square.

BRIAN S. WATERMAN
VICE PRESIDENT, NEWMARK GRUBB KNIGHT FRANK
Total SF of Deals: 2,029,754
Total Number of Deals: 154
Total Value of Deals: \$2,029,754

Waterman's most significant deal this year was million-square-foot renewal for Morgan Stanley secured space for the bank through 2020, at Dr. Office Properties' One New York Plaza in Manhattan, along with a \$57,000,000 expansion

2014 Most Powerful Brokerage Firms

Rank	Company	Deals	Investment Sales \$M	Leasing Sales \$M	Leasing Deals
1	CBRE Group Inc.	48,000	15,548	140,190	54,225
2	JLL	41,190	3,367	196,750	35,900
3	Cushman & Wakefield Inc.	2,291	2,108	59,790	35,900
4	Newmark Group	5,052	-	57,602	-
5	Colliers International	5,747	29,867	32,300	50,401
6	Comstock Turkey	520	2,869	14,190	15,949
7	Eastdil Secured LLC	-	286	65,500	-
8	Morgan & Mitchell	1,390	6,608	24,600	-
9	WTB Worldwide	19	3,649	19,602	9,934
10	Apartment Realty Advisors	126	626	95,200	-
11	Corporate Facility Advisors (CFAA) International	1,017	1,894	4,439	9,967
12	Goldwell Banker Commercial	-	7,344	4,824	7,859
13	Lee & Associates	750	2,760	4,198	7,790
14	Transwestern	434	359	4,696	4,688
15	Arcon Group	690	741	3,363	4,347
16	Moscow Realty Advisors	54	339	2,600	76
17	Crex	880	-	-	8,480
18	Kalder Meadows	210	368	1,629	1,934
19	Black Real Estate Services LLC	62	195	385	425
20	SRS Real Estate Partners	192	37	380	816
21	Charles Davis Co.	60	96	330	346
22	Henry & Miller Cos.	80	136	185	265
23	Moby Partners Inc.	130	21	20	1,967

Real Estate Research

FROM COMMERCIAL PROPERTY DEVELOPERS AND REAL-ESTATE NEWS

Pushing New Heights

By Mike Ruffin and Jack Kern

Last year's 2014 Most Powerful Brokerage Firms ranking depicted a dramatic increase in investment sales over years past. This year's group of 20 ranked, with nearly half a million deals in sales attributed to the firms in this list.

The size of the deal and the type of work firms in these markets are significantly higher than previous years, and remain that high of selling during the downturn—on average, the added value over the past year is one, one-half, one and one-half, and one-half of the value of the deals in the past year. The added value over the past year is one, one-half, one and one-half, and one-half of the value of the deals in the past year.

Investment Sales Volume (in \$M)

Year	Investment Sales Volume (in \$M)
2011	15,548
2012	140,190
2013	196,750
2014	32,300

For complete full report, click on the link below.

The 2014 Most Powerful Brokerage Firms ranking depicted a dramatic increase in investment sales over years past. This year's group of 20 ranked, with nearly half a million deals in sales attributed to the firms in this list. The added value over the past year is one, one-half, one and one-half, and one-half of the value of the deals in the past year.

Methodology

The 2014 Most Powerful Brokerage Firms ranking depicted a dramatic increase in investment sales over years past. This year's group of 20 ranked, with nearly half a million deals in sales attributed to the firms in this list. The added value over the past year is one, one-half, one and one-half, and one-half of the value of the deals in the past year.

Visit Our Research Center



SOCIAL MEDIA

SOCIAL MEDIA ACCOUNTS

Corporate Presence

NGKF has an established social media presence on LinkedIn, Twitter and Facebook. These accounts are maintained by Corporate Marketing and used for communicating stories with national appeal.

Local Office/Business Line/Affiliate Presence

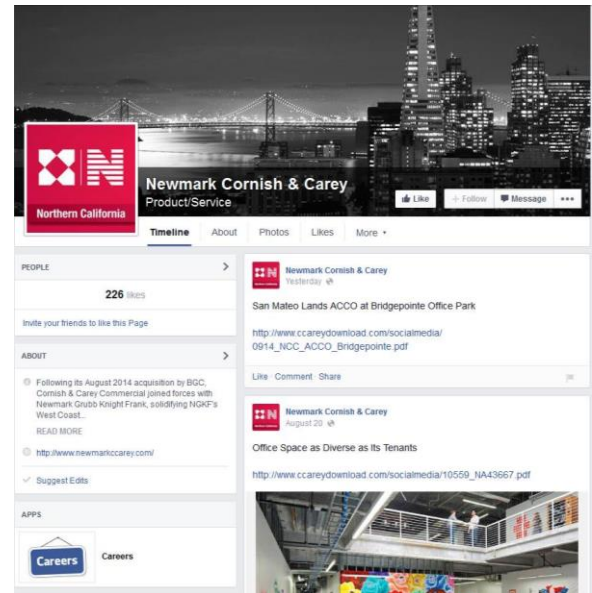
Setup:

- ♦ Any office or group interested in creating a social media account must contact Corporate Marketing.
- ♦ Corporate Marketing will guide the process to ensure that the following is in line with our standards:
 - Name of the account
 - Imagery
 - Discussion of content
 - Establishing a point of contact
- ♦ Once implemented, the local office is responsible for the ongoing maintenance of its social media accounts.

Content:

- ♦ Before announcing, the social media account should have some content already posted. This content should be reviewed and approved by Corporate Marketing.
- ♦ All postings should be tailored to respective local markets. Examples of acceptable content include:

- Re-posts or re-tweets from the NGKF Corporate social media accounts
- NGKF in the news
- Press releases
- Local listings
- Charitable efforts
- Community involvement
- Announcements of new hires/promotions
- Market reports
- White papers
- Broker awards and recognitions
- Company rankings and awards
- TV appearances
- Industry event appearances and sponsorships





SOCIAL MEDIA

SOCIAL MEDIA BLOGS

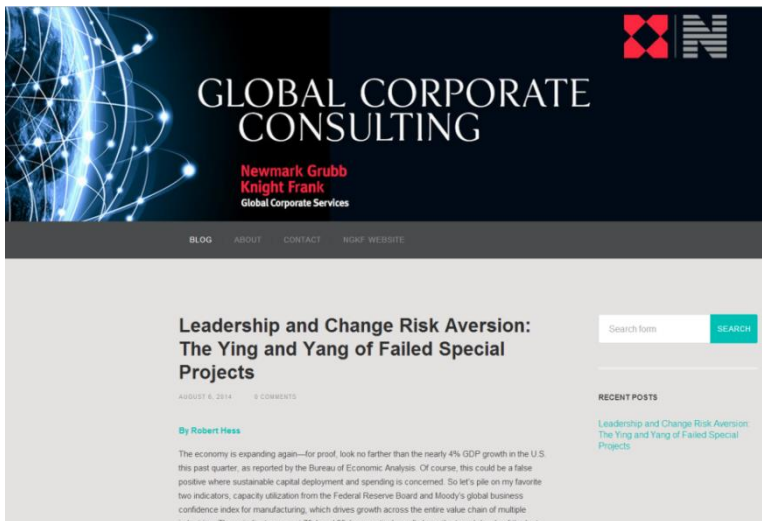
Local Office/Business Line/Affiliate Presence

Setup:

- ♦ Any office or group interested in creating a blog must contact Corporate Marketing.
- ♦ Corporate Marketing will create the blog as per our branding standards.
- ♦ Once implemented, the local office is responsible for ongoing maintenance of its social media blogs.

Content:

- ♦ Blog posts may reference industry news but original content is strongly suggested.
- ♦ Posts should be approved by Corporate Marketing.



Personal Social Media Sites

- ♦ While NGKF does not directly support or maintain individuals' social media accounts, we encourage brokers and employees to promote the brand on their personal accounts.
- ♦ Brokers can promote the brand directly to their contacts through personal social media accounts.
- ♦ Educate your brokers as to the items you post on social media, and encourage them to retweet/post social media items.



WEBSITE

MAIN MENU

Every office has a microsite on NGKF's company website. To effectively market the office, it is important to keep content on the website current.

Each office should have a designated marketer who oversees the content on their office's microsite on ngkf.com.

Components of office microsities include:

About the Office

- ♦ This page promotes the local expertise and offerings, and should be reviewed regularly for any needed updates to content such as local leadership, expanded service offerings and dynamics of the local real estate market.

Bios

- ♦ The list of local brokers and their bios should be kept current. See the "Bios" section for further details.

Market Reports

- ♦ Local market reports are updated quarterly by the Research Department. The addition of any specialized reports should be coordinated through Research.

Property Listings

- ♦ Listings on our site are updated through LoopNet and Genie. Contact Research for further information.

Case Studies

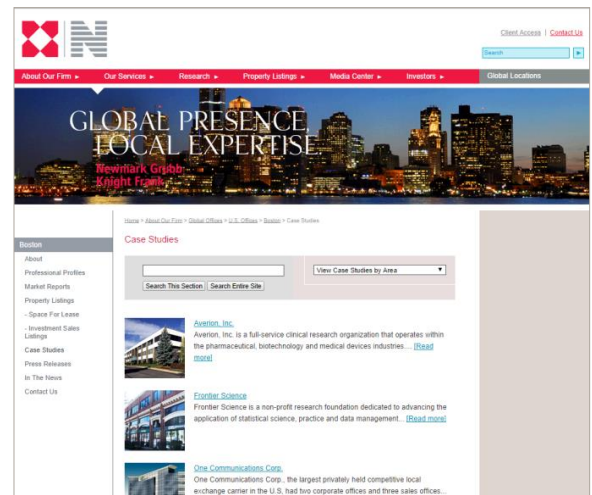
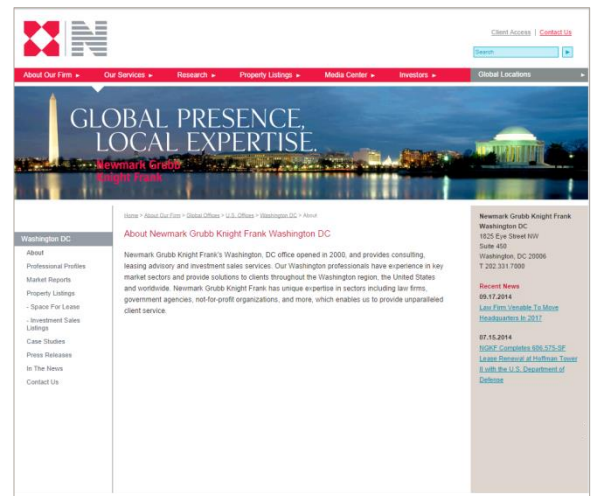
- ♦ Demonstrating local work completed is a strong endorsement for the capabilities of the office. Review case studies regularly and make updates as significant transactions are closed. The Marketing Department can provide assistance in creation of case studies for the website. We typically aim to keep case studies short and impactful, at an approximate length of 5-6 sentences.

Press Releases

- ♦ All press releases are added to the company website once they are distributed.

In the News

- ♦ If you purchase reprints of prominent local articles, awards, etc., featuring NGKF, send them to Marketing to be added to the website. We can also link out to articles online; be sure that these articles are not subscriber only, and that they feature NGKF or our work prominently.





PROFESSIONAL BIOGRAPHIES

All salespeople should have a professional biography on NGKF's website.

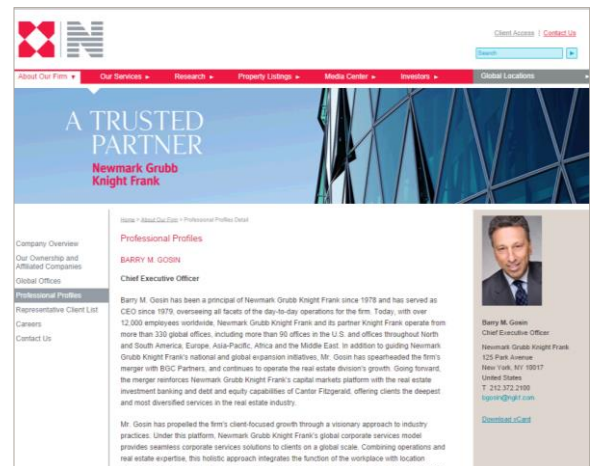
Each office has a designated bio administrator.

Updating Bios

- ♦ The bio administrator is responsible for keeping all bios updated on the company website.
- ♦ Bios are updated through our online system, and all bios are reviewed by the Marketing Communications Writer before being made live on ngkf.com.
- ♦ Brokers should be encouraged to review their bios regularly for updates to clients/work completed, years of experience, etc.

Drafting New Bios

- ♦ The Marketing Department can provide a bio template and content guideline for creation of new bios.
- ♦ Where possible, it is recommended that a first draft of a bio be created locally; and then sent to Marketing for review and input.
- ♦ The Marketing Communications Writer can assist with the original creation of bios for new hires at senior levels.



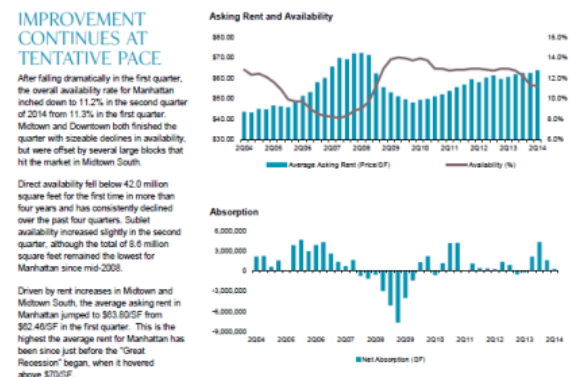
NAME HERE Title Here (Headshot Here) Newmark Grubb Knight Frank 125 Park Avenue New York, NY 10017 bgosin@ngkf.com T 212.372.2100 F 212.372.2406 Years of Experience XX Years Areas of specialization • Tenant Representation • Owner Representation • XXX	Professional Background Please provide info for the following questions: • When and where did the subject join Newmark Grubb Knight Frank? • What is the subject's title and what does the subject's role/responsibilities entail? • What does the subject contribute to Newmark Grubb Knight Frank in relation to either real estate services or business administration? Cite examples or provide a list of select transactions/clients, if possible. • What is the subject's previous work experience? Include names of prior companies, positions, roles and years of service. Include representative list of clients/projects/transactions. • Has the subject received awards or any sort of recognition within the real estate industry? • Is the subject affiliated with any real estate-related organizations? • Does the subject hold any certifications and/or licenses of note? • Does the subject participate in any philanthropic activities? Education From which institution did the subject graduate and what degree has been earned?
Newmark Grubb Knight Frank	1 Client Name or Logo



- ◆ Email programs
- ◆ Social media
- ◆ Press opportunities
- ◆ Client forecast events

Distribute research products regularly to clients to promote NGKF as an industry expert.

- ◆ Quarterly reports can be sent out by local offices using HTML e-blasts.
- ◆ Special reports and white papers can be sent out locally or nationally depending on topic relevance.
- ◆ Friday Market Insights can be distributed to clients.
- ◆ Local researchers may opt to create their own knowledge pieces for distribution.





RECEPTION AREA INFORMATION

Your office reception area is a reflection of your local operation and of NGKF, thus offering an important opportunity to promote the NGKF brand to visitors.

Below are recommended marketing tools that can be used in the reception area.

Framed Reprints/Lucites/Awards

- ♦ Consider displaying framed reprints of prominent NGKF Articles, awards, accolades and advertisements, as well as lucites of prominent local deals to showcase company successes to visitors.

Company Video

- ♦ A company overview video can be played in your reception area if you have or wish to install a screen. Corporate Marketing can send you a copy of a pre-existing video free of charge or provide guidance if you choose to create a personalized office video, which should be accounted for in your local office budget.

Brochures

- ♦ Display current company overview brochures and research reports to educate visitors on NGKF and the real estate market.





SALES PROFESSIONALS

Local sales professionals are critical to representing and promoting the NGKF brand.

Sales professionals can create brand and personal awareness through outlets such as those noted below. Encourage your brokers to take an active role in promoting NGKF in their daily practices.

Networking

- ♦ Join local chapters of real estate organizations for networking opportunities and brand exposure.

Social Media

- ♦ Retweet/post corporate news and events to their contacts.

Email

- ♦ Forward externally-approved company email communications to their contact lists, leveraging the local email program.



Notes:

Notes:

Corporate Marketing Department
marketinggroup@ngkf.com

Graphics Department
graphicsdepartment@ngkf.com

