

**Jerry Marlow, MBA—
Persuasive writing for
commercial real estate
developers**

To realize your vision
for a property,
you may need to persuade
investors and lenders
that your vision
and your capabilities
will transform the property
into a high-return cash flow.

To help you enlist investors
and lenders in your vision,
I can create for you pitch books
and presentations that



address the questions
that these professionals
have on their minds:



What is your vision?

What is the highest, best use of the property you wish to develop?

What are the strengths of your property's location?

What are the dynamics of the neighborhood in which your property is located?

In your property's location, what is the demand for its highest, best use?

Why will your property be a great place for your commercial tenants to generate revenues?

If your property will have residential tenants, what are the lures and attractions in the neighborhood for them?

What are the transportation and other infrastructure capacities of the neighborhood?

What are the rents and occupancy levels of nearby competing properties?

What tenants have you lined up for your property?

What intangibles and special characteristics add value to your property?

What are your project's financing requirements?

What cash flow is the highest, best use of your property likely to generate over the investment timeframe?

What capabilities do you have to execute your vision?

What is your track record?

The pitch books or presentations I create for you will address these questions quickly, smoothly and efficiently. The pace of the presentation will allow investors and lenders to understand your project at the right depth to reach favorable decisions.

To realize your vision, you may need the support of



community groups.

To help you win their support,
I can create presentations
that show how your development
will benefit the community.

If you wish, I can show
the flexibility you have
to create amenities
that satisfy community needs.
I can help you engage
with community groups
in ways that convert
irrational objections
and complaints
into rational solutions.

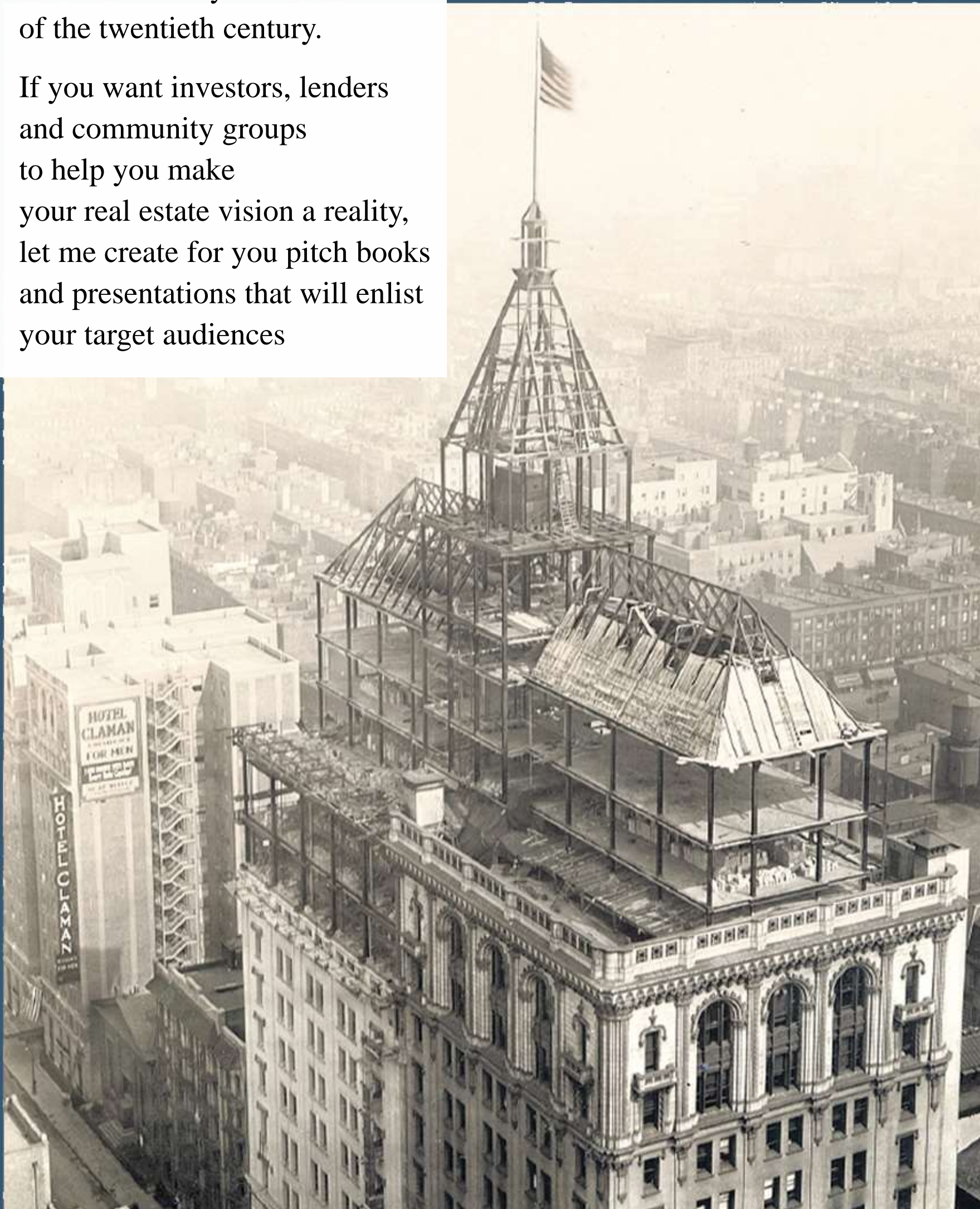


To see how I combine words,
images, numbers and graphs
to win the support
of specific target audiences,
download the pitch book
I created to persuade
the Walt Disney Company
to establish a hotel in the historic
New York Times building—a
building



initially constructed
in the first few years
of the twentieth century.

If you want investors, lenders
and community groups
to help you make
your real estate vision a reality,
let me create for you pitch books
and presentations that will enlist
your target audiences



in your vision.

Give me a call today:
(917) 817-8659

Or email:
jerrymarlow@jerrymarlow.com.

[Download Disney Hotel
pitch book.](#)

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