



FRANCO REALTY GROUP

COMPANY INFORMATION

Tony Franco Realty, Inc.
Phone: 858.717.1697 / Fax: 858.408.7955 / Email: Info@TonyFrancoRealty.com
Office Location: 4490 Fanuel Street Suite 222 San Diego, CA 92109 (corner of Garnet Ave & Fanuel St)
www.TonyFrancoRealty.com
CA BRE#: 01714957

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TONY FRANCO REALTY, INC., doing business as FRANCO REALTY GROUP,
is a full service real estate investment company that specializes in:

COMMERCIAL & INVESTMENT SALES

- Representing Sellers in the disposition of real estate
- Representing Buyers in the acquisition of real estate



COMMERCIAL LEASING

- Assisting landlords in leasing vacant space
- Assisting business owners in finding their next business location
- Helping landlords and/or tenants in renewing their current lease agreement

PROPERTY MANAGEMENT

- Properties that we will manage include: shopping centers, retail buildings, single tenant NNNs, office & industrial buildings, apartments, mobile home parks, self storage facilities and residential properties

TRACK RECORD

- Take a look at what we have accomplished, especially in Pacific Beach!



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COMMERCIAL SALES

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COMMERCIAL SALES

Before buying or selling a commercial property, ask us to complete a complimentary **“Broker Priced Opinion.”** We will research and examine the following qualities pertaining to the investment:

RENTAL RATES

- By using our database of local properties that are currently rented out by “like” tenants, we will determine current market rents in the area.
- Harnessing our online resources and subscriptions, we will research what the asking rents are for nearby properties.

SALES COMPARISONS

- Using our online resources and subscriptions, we will research the price per square foot (P/sf) for the building, P/sf for the land and the capitalization rate (CAP Rate) of other comparable properties that have recently sold.
- We will physically drive the sales comparisons and get a sense of the neighborhood.
- Every transaction has a story, we will contact the listing and selling agent to determine how long the property was on the market for, the length of escrow, financing terms and learn what to expect.

PROPERTY VALUE

- Leveraging Rental Comparisons, Sales Comparisons and years of experience, we will determine the proper Listing Price and Selling Price for the investment.

TIMELINE

- Utilizing Price & Days on the Market, a detailed timeline will be provided.

1031 EXCHANGE SCENARIO

- Referencing properties that are currently for sale, we will provide 3 potential 1031 exchange scenarios and calculate a new cash-on-cash return.



FRANCO REALTY GROUP

COMMERCIAL SALES

If you are interested in selling your property, then you've come to the right place. Not only do we offer discounted commission structures that will save you money, we offer the same marketing capabilities and reach of large brokerages. Our marketing techniques will enable your property to be seen not only in San Diego, but throughout the entire country. Below are some of our marketing techniques:

Online:

- Loopnet.com – as a featured listing
- Showcase.com – (also known as CoStar.com)
- Sandicor.com – (Multiple Listing Service)
- Propertyline.com – another online source
- Craigslist.com – (Monday and Thursday using Postlets.com)
- TonyFrancoRealty.com – our company website
- Youtube.com – we will post a “virtual tour”

Email:

- Our database of investors and owners will allow us to target key individuals of our marketing campaign.
- Additionally, our database lists thousands of leasing agents, sales agents and property management companies and they will receive your property's information.

Mailer:

- Marketing flyers and postcards will be circulated to nearby landlords and tenants.

Signage:

- With approval, an “Available” sign will be visible with our contact information in front of the building.

Phone Call to In-Person:

- Sourcing our database of every commercial property owner within the same and surrounding zip codes, we will call and let them know about your property that is for sale and setup in-person meetings to present the property to them.
- We will contact voluminous buyers, sellers and brokers within past 3 years that were involved in a similar transaction and present your property information to them.
- Utilizing our established relationships with other real estate brokers, we will notify them the sale of your property.



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If you are a landlord looking to fill a vacant space, then you've come to the right place! We have leased several retail and office spaces throughout San Diego County and have a database of business owners looking to either relocate or expand their business. Below is a checklist of items you can expect when you hire the Franco Realty Group to lease your vacant space:

Survey Vacant Space

- With pictures and measurements we will create a floor plan for prospects.

Provide a Rental Survey

- Using rental comparisons, we will provide a rental survey that includes a suggested rental rate for your vacant space(s).

Create Marketing Brochures

- A complete marketing campaign will be built and circulated.

Advertise and Expose

- With our established Marketing Techniques, we will maximize your vacancy's exposure.

Field Inquiries / Follow Up

- We notate all of the contact information from any calls or emails we receive and will follow up with prospects weekly.

Show Vacant Space

- Your space will be shown during peak business hours so, that prospects get a good sense of the nearby marketplace.

Structure Lease Proposal / Qualify

- Once the prospect is interested, we will run a credit and criminal background check to obtain the prospect's financial information. Furthermore, we will put together a Letter of Intent that represents the prospect's offer.

Provide Commercial Lease Agreement

- When the terms and conditions are approved by both parties, we have the ability to draft a formal / legally binding Lease Agreement using AIR Form or CAR Form.

Oversee Tenant Improvement Build Out

- As necessary, we will supervise the build-out / tenant improvements and make sure the construction abides by the terms of the Lease Agreement.

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COMMERCIAL LEASING

Leasing Marketing Techniques

Online:

- Loopnet.com – as a featured listing
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- Sandicor.com – (Multiple Listing Service)
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- TonyFrancoRealty.com – our company website
- Youtube.com – we will post a “virtual tour”

Mailer:

- We will mail out marketing flyers to nearby landlords and tenants.

Signage:

- With your approval, we will hang an “Available” sign with our contact information in front of the building.

Local Business:

- By walking the immediate area and we will hand out flyers to business owners.

Email:

- Several established business owners who have contacted us on other similar leasing projects. We keep a database of their emails and will send them a marketing flyer.
- We have a database of thousands of leasing agents, sales agents and property management companies and we will reach out to them with your property’s leasing flyer.



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PROPERTY MANAGEMENT

Maintain Physical Property

- With our qualified and insured Vendor List, we will hire and oversee work completed by various contractors, HVAC specialists, landscapers, day porters, electricians, plumbers, roofers, etc.
- We will ensure the safety of your tenants by staying up to date with onsite life safety equipment such as smoke alarms, CO2 alarms, security and fire extinguishers.
- As part of our program, we inspect the property(s) on a weekly basis.



Tenant Relations

- We are available 24/7. We respond to tenant work orders and requests in a timely matter.
- It is our goal is to keep your tenant(s) satisfied so, that your tenant will renew their Lease Agreement.

Accounting & Reporting

- Our accounting department will handle any account payables and account receivables, including rent collections, paying vendors, paying utilities etc.
- We will create a custom Budget for your property(s), compare it to the actual figures and provide a month over month Variance Report, allowing you to track your property's performance.
- Monthly Profit and Loss Statement will be provided for your property(s).
- If applicable, we will use the terms of the Lease Agreement to calculate the monthly CAM charges and invoice out to the tenant(s).

Maintain Property Files & Information

- Pertinent files, permits, lease agreements, lease abstracts, receipts, service contracts, rent rolls and any other documents associated with your property(s) will be maintained.



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TRACK RECORD

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Though Tony Franco has sold more than \$90,000,000 in commercial real estate consisting of properties throughout the country including single tenant NNNs, retail buildings, apartments, mixed-use properties and more, we have provided below a few of the transactions Mr. Franco has completed in Pacific Beach:



BEFORE



AFTER



ABOVE: The property above is located at 875 Garnet Avenue in San Diego (Pacific Beach), CA 92109 and sits on nearly an acre of land. Tony Franco represented the buyer and seller of the real estate. Home Bank of California vacated the property 3 months after the close of escrow and Tony Franco helped locate The Closet (a woman's apparel store). The property sold for \$4,500,000 and the buyer paid all cash with a quick close of escrow.



BEFORE



AFTER



ABOVE: The property above is located at 2228 Garnet Avenue in San Diego (Pacific Beach), CA 92109 and is a 6 unit apartment building that had month to month lease agreements at the close of escrow. Tony Franco represented the buyer and seller of the real estate and helped reposition the property to yield a higher CAP Rate and assisted with the remodel of the building. The property sold for \$1,400,000 and the buyer paid all cash with a quick close of escrow.

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TRACK RECORD



ABOVE: The property above is located at 1968-1972 Garnet Avenue in San Diego (Pacific Beach), CA 92109 and has 2 retail and 2 apartment units. Tony Franco represented the buyer and seller of the real estate. In order for the property to appear attractive to investors, Tony Franco had to get the tenants to sign long-term leases with annual increases. The property sold for \$890,000 and the buyer paid all cash with a quick close of escrow.



ABOVE: The property above is located at 4667 Cass Street in San Diego (Pacific Beach), CA 92109. After a failed leasing attempt by a national firm, Tony Franco found a qualified internet marketing tenant to sign a NNN lease agreement above the rental amount the landlord was originally asking.



ABOVE: The property above is located at 859-863 Hornblend Street in San Diego (Pacific Beach), CA 92109 and had 6 tenants at the time of sale. Tony Franco represented the buyer and seller of the real estate. The seller was in a position to carry a loan and the buyer put only 20% down. In the end, the seller was collecting more from the loan than what he was collecting from the 6 tenants and the buyer was able to get a good CAP Rate. The property sold for \$1,300,000.



ABOVE: The property above is located at 1520 Garnet Avenue in San Diego (Pacific Beach), CA 92109 and has a 4,000 square foot fully equipped restaurant. Tony Franco represented the buyer and seller of the real estate AND the new tenant that signed a new lease. During the real estate escrow, Tony Franco managed to find a qualified tenant to transfer the ABC license to and sign a long term NNN lease with the new landlord. The property sold for \$1,400,000.

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