

## Cold Calling Management - Direct Marketing

One of Barrett Associates' distinctive characteristics is that we both devise commercial property marketing strategies and execute them.

At Barrett Associates, we don't just identify targeted end-users (tenants) for prospecting purposes and send them a pretty brochure. We tailor direct marketing campaigns to targeted commercial users and make tenancy presentations that resonate with those end-users by presenting locational business opportunities; not space for lease or sale.

Please review samples of our sophisticated marketing approach to challenging commercial properties:

Landlord Representation - East Tech IBP North Valley TriPointe Blake Street Colorado Tower Quantum City  
Marketplace North Valley Mall

Tenant Representation - Staubach Stone Energy Christy Sports