

New Eagle continually engages with potential Restaurant Buyers in San Francisco and East Bay. As Restaurant Owners and Brokers, we understand restaurant ownership, management, buying and selling from the inside out.

We assign two Co-operative Agents to service each Client, who work closely with our retail leasing department. We are not passive in our marketing efforts, as opposed to our colleagues who tend to advertise and wait for the buyers to come to them. We pound the pavement!

OUR MARKETING STRATEGY

1) Marketing Preparation Services:

- Create Marketing Portfolio
- Photo Shoot
- YouTube Video
- Inventory List of all FF&E assets
- Create an “as-built” floorplan**
- Custom PDFs
- Custom Ads

2) Marketing Management Services

- Website: New Eagle (www.neweaglereg.com)
- Website: BizBuySell (Premium Services/Featured Ad Status with PDF link).
- Website: Craigslist (Two ads – constantly rotating)
- Website: MLS*
- Website: CoStar/LoopNet*

3) Marketing Activity Services:

- Email Blasting: BBS proprietary Blast to 1000 – 2000 matching prospects.
- Email Blasting: New Eagle’s proprietary Blast to local, active Buyers.
- Email Blast: New Eagle’s proprietary Blast to Local Restaurant Sales Agents.
- Google Exposure: Our BBS ads are Google Optimized for greater placement.
- Market Research targeting strategic Buyers
- YouTube Video Presentations
- Social Media Promotions (facebook, twitter, LinkedIn)
- Paid Search Advertising***
- Marketing Reports*
- Video Production / YouTube
- Community Outreach
- General and Cursory food services*



4) With our BrokerWorks' Partner Network, we advertise in over 150 other national and local websites, including:

(California)

- San Francisco Business Times
- Silicon Valley / San Jose Business Journal
- Sacramento Business Journal
- The California
- The Desert Sun
- Los Angeles Business (from biz journals)
- Ventura County Star - part of the USA Today Network
- Visalia Times-Delta

(National / International)

- Wall Street Journal | Business
- The Business Journals (Division of ACBJ)
- USA Today Network
- 150 National and International Websites

5) Marketing Supporting Services:

- Honest Assessment of our Industry Specific Opinion of Value. (Sales / Rent) ***
- Prequalification of Buyers***
- Educating the Landlord requirements (such as restaurant type / non-compete / etc.***)
- Menu / Business Plan***
- Work with the Buyer/Seller and Landlord in reassigning the existing Lease or a securing new Lease***
- Manage Sale through Escrow; including ABC license***

6) We also provide key knowledge; expertise and resources, including:

- ABC Licensing
- Zoning / Permits / Change of Use / etc.
- Manage Sale through Escrow
- ADA Compliancy
- Foreign Investors: E2 / EB5 (Visas)
- Identifying Pre-qualified Buyers
- Work with the Buyer/Seller /Landlord in the assigning or securing of a new Lease

We believe there are key distinctions that puts us above our competitors

- Collectively, we have approximately 20 years' experience marketing and selling RESTAURANTS.
- Our Agents have directly worked in the food service industries, from busing tables to owning restaurants.
- Our Agents owned, or currently own restaurants, within San Francisco and the Bay Area.
- Our Agents are integrated into the community, serve on local Merchants Association and possess in depth knowledge of local issues and trends...**LET OUR INDUSTRY KNOWLEDGE, EXPERIENCE AND CONNECTIONS MAXIMIZE YOUR RESTAURANT SALES SUCCESS**

We also stay engaged in our Community supporting food services and not-for-profits, such as:

SF Food Runners
SF Food Bank
Alameda Backyard Growers

* When Appropriate
** When Available
*** Upon Request