

AT PFEFFER COMPANY, LAND IS OUR BUSINESS...OUR ONLY BUSINESS!

As a provider of professional land brokerage and development-related counsel and advice, Pfeffer Company has served Twin Cities land sellers, land purchasers and land investors – as well as corporate owners and residential, commercial and industrial developers – for thirty years.

We are the region's leading specialist in the sale and acquisition of land for future development, attested to by our history of success in maximizing values and achieving our clients' objectives. We offer a wide range of experience in every aspect of the land market of the metropolitan Twin Cities area and the region, along with extensive knowledge of current conditions and land-related issues, including values, pricing and availability; local, state and federal regulatory and environmental requirements; as well as regional and local demographic, growth and labor market trends.

Our active involvement in the National Association of Industrial and Office Properties (NAIOP), Urban Land Institute (ULI), Sensible Land Use Coalition (SLUC), Minnesota Shopping Center Association (MSCA) and other key commercial and residential real estate organizations, both local and national, keeps us informed and abreast of critical issues likely to impact future uses of development land and continually expands our knowledge base.

As a professional service organization, our mission is to deliver the highest level of land-related advice, brokerage and development services – efficiently and with complete integrity. We pride ourselves on our proven ability to add significant value to every land transaction and for every client, and to find innovative solutions to even the most complex and difficult sales, acquisition or development challenges.

We invite your inquiry and look forward to putting our professional capabilities and experience to work for you.



Charles C. Pfeffer, Jr.
President



WE ARE LAND SPECIALISTS

As a full service brokerage and advisory firm specializing in land for development, Charlie Pfeffer has been matching metro Twin Cities area land purchasers and leading developers with land sellers for more than 30 years.

“At the end of the day, whether you are a land buyer or a land seller, you can be completely confident that they have represented everyone fairly and honestly. As both a landowner and a city official, I have found them to be very organized and very diligent in the way in which they handle a transaction.”

*Thomas
McCrossan*

In serving our clients, we utilize our unique and proprietary specialized market knowledge and professional negotiating, transaction coordination and brokerage skills to aggressively manage and market raw land assets – by researching their highest and best uses, then packaging and bringing them to market with the goal of maximizing values and profits for both seller and purchaser.

Raw land with potential for development continues to be unlike any other real estate or financial asset. Through market research, careful planning and superior marketing we can have an immediate and direct impact on land values, marketability and ultimately, profitability.

Our single-source responsibility approach is your assurance that your assignment, no matter how complex, will be completed on time and within budget, while meeting the highest professional and ethical standards. We offer every client – whether buyer or seller – strict confidentiality and services based on our reputation for intense loyalty and total commitment to achieving optimum results.

Our extensive experience and history of performance over the years is clear evidence that marketing success and the resulting increase in the value of a land asset is the direct result of doing many small things better, faster and more efficiently. Our approach is not formulaic, but tailored to each assignment’s unique requirements. Whether we are representing raw farmland, a large acreage industrial park, or a single parcel targeted for future residential or commercial development, our services are carefully structured to match the special needs of each.

INTERESTED IN ACQUIRING LAND?

We serve land purchasers of every kind – including corporate owners and users, developers and investors – and for every purpose. Upon receiving an assignment, we begin by studying our buyer clients' specific needs, including careful analysis of their planned uses, size and location requirements and pricing parameters. Our experience covers the full range of land acquisition services, from locating and coordinating the purchase of bulk acreage for residential or commercial development, to negotiating a single lot transaction for plant expansion or corporate headquarters relocation purposes.

Our proprietary information base and deep knowledge of raw land inventory throughout the Twin Cities enables us to quickly conduct a comprehensive site search, screening all properties currently or potentially available for acquisition. We identify and profile each availability for our clients' review and consideration. We then assist in preparing development feasibility studies, exploring and arranging financing sources, and coordinating interaction with local jurisdictions at every level throughout the project review and approval process.

Our hands-on, no-nonsense approach places primary emphasis on addressing the “givens” of a property or land parcel, identifying any potential problems or issues and dealing with them well before the transaction reaches the closing stages. Our years of experience have taught us to anticipate the unforeseen challenges presented at every stage of the development process. Our long history of working closely with dozens of local municipalities and regulatory authorities has expanded our expertise and honed our skills in addressing critical environmental issues such as groundwater pollution, wetlands regulations, toxic waste pollution and other potential obstacles to development – as well as the usual hurdles presented by the entitlement process, such as zoning, TIF districts, tree ordinances, traffic studies and the complexities of MUSA regulations.

Pfeffer Company's professional staff takes a very proactive approach to identifying such problems, and to discovering and implementing appropriate and cost-effective solutions to the entitlement process.

Upon approval of a property or land parcel for purchase, we assist in coordinating the negotiations required to achieve an advantageous purchase agreement, and then manage every aspect of the transaction's closing.

“In their representation of our firm, Pfeffer Company offered wise insights and key information that made our land more marketable. They worked through the entire complicated transaction process for us, dealing with a world of issues, including all of the negotiations with both state and local authorities who had some jurisdiction over our properties.”

**Robert
Barbarossa**

“They offer expert guidance and advice that are backed up by personal business experience, great municipal contacts and sound judgment.”

Michael Krutzig



INTERESTED IN SELLING LAND?

We work as experienced, knowledgeable and aggressive intermediaries for sellers of development land. We offer a comprehensive understanding and knowledge of the metro Twin Cities land market. Each successful land sale begins with a complete and comprehensive market analysis. We carefully review and provide our expert opinion on a client property's competitive position, location, desirability and position within the current development marketplace, and determine its real potential for residential, industrial, retail or office development.

“They are very skilled in their representation of landowners. Pfeffer Company’s staff brings a rare and creative approach to helping buyers close the deal with their sellers.”

*Richard
Brendsel*

Our analyses are frank and thorough, and provide land sellers with our best professional judgment and evaluation of the relative importance of their properties’ negatives as well as positives. We then develop detailed recommendations for action, solidly-based and drawn from our experience, knowledge of the market and our familiarity with comparable properties, as well as our close working relationships and knowledge of the needs of many active builders, developers and investors.

Our reputation as the Twin Cities’ most knowledgeable and aggressive land broker gives us unique access to a large universe of potential buyers. In fact, for many builders and developers, Pfeffer Company is on a “first call” basis when the need for land is identified.

Our recommendations to our landseller clients detail every aspect of our sales process, from initial feasibility study through the planning and execution of a comprehensive, step-by step marketing effort.

Pfeffer Company’s depth of experience and problem-solving expertise bring the broadest possible view of the market to the sale of your property, supported by creative marketing to carefully targeted prospects.

Selling land in today’s market is an especially challenging and complicated process. Pfeffer Company can guide you through to a successful conclusion. Our approach is highly personal. We act as your strongest advocate in optimizing your land’s value – consistently and reliably.



COMPLETE ENTITLEMENT AND DEVELOPMENT SERVICES...

Pfeffer Company is a unique real estate development resource, providing a complete spectrum of specialized land development expertise.

Our history includes involvement in the successful sale, purchase and the ultimate development of virtually every type of land, with special expertise in several key development land types:

- Farms and raw acreage for future single or multifamily residential development.
- Land for the development of master-planned business centers, industrial parks, and corporate headquarters campuses.
- Land for the development of retail, office, office/warehouse, office/showroom or industrial buildings.

Our history of development success is based on our longstanding philosophy: we view our developer clients as partners, providing each assignment with the benefit of a wide range of real estate skills, backed by an established track record of initiating, planning and closing successful transactions.

“From my vantage point as a city official, Pfeffer Company is very good on organization. They take a leadership role in getting things done.”

Gary Eitel

We offer a unique blend of highly-specialized talent, knowledge and entitlement services in support of our developer clients.

We offer strong entrepreneurial skills; sensitivity to local planning, approval and regulatory requirements; environmental awareness and in-depth knowledge of relevant regulations; familiarity with sources of acquisition financing and investment capital; comprehensive construction knowledge; and an ability to provide cost-effective personal guidance through all of the complexities of today's development process, from concept to construction.

These critical skills are augmented and supported by our ability to assemble a superior team of experts and the necessary support services capable of achieving our clients' objectives. We also provide a full range of traditional land brokerage and property marketing services.

As the most experienced land specialist in the Twin Cities metro area, we serve the needs of a growing list of select clients, including institutional, corporate and individual land owners, as well as corporate users, developers and investors.

“Pfeffer Company understands land from a developer's point of view. They are extremely knowledgeable and uniquely capable at presenting a land opportunity with the development issues already firmly identified and described.”

Mark Schoening

...WITH A PROVEN RECORD OF SUCCESS

At Pfeffer Company, we share a single goal – to create value for our developer clients at every stage of the entitlement and development process, while we control costs, reduce risk and maximize eventual profit. Our scope of services includes:

“...one of the most diligent, meticulous, well-organized and knowledgeable organizations we, as city staff, deal with. From our point of view, they never cut corners, and always have all of their ducks in a row. They are very straightforward, honest and very upfront about their plans and intentions.”

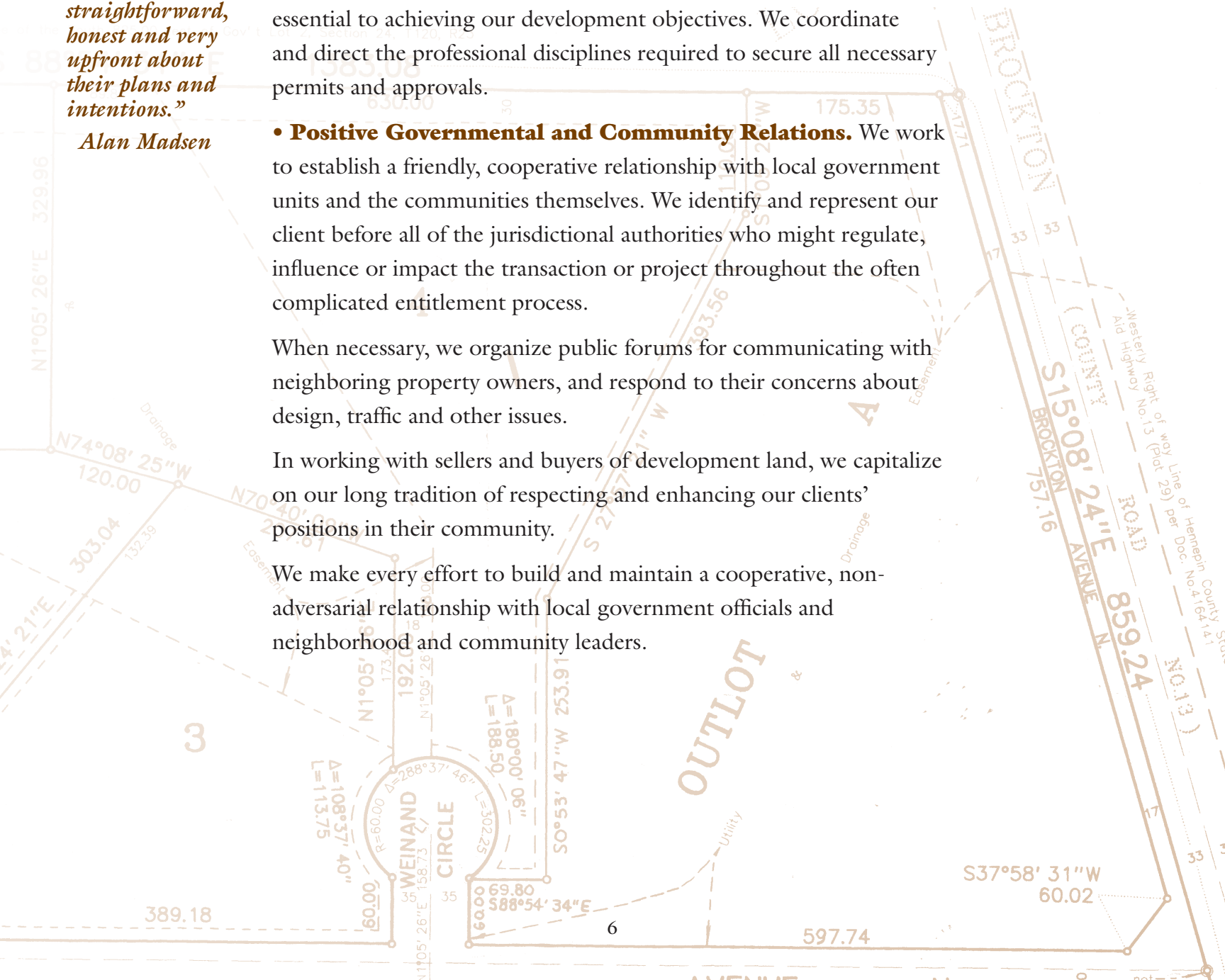
Alan Madsen

- **Critical Evaluation.** We prepare a carefully researched situation analysis for each property offered for sale, including a careful assessment of the owners's goals, tested against current market conditions.
- **Recommendations for Action.** Following our evaluation, we provide detailed recommendations for action, based on our assessment of potential.
- **Expert Team Selection.** We select, recommend and manage those outside support and consulting services we believe will be essential to achieving our development objectives. We coordinate and direct the professional disciplines required to secure all necessary permits and approvals.
- **Positive Governmental and Community Relations.** We work to establish a friendly, cooperative relationship with local government units and the communities themselves. We identify and represent our client before all of the jurisdictional authorities who might regulate, influence or impact the transaction or project throughout the often complicated entitlement process.

When necessary, we organize public forums for communicating with neighboring property owners, and respond to their concerns about design, traffic and other issues.

In working with sellers and buyers of development land, we capitalize on our long tradition of respecting and enhancing our clients' positions in their community.

We make every effort to build and maintain a cooperative, non-adversarial relationship with local government officials and neighborhood and community leaders.



~ **Site Design Assistance.** We contribute actively to each project's site analysis and design, with a view to enhancing marketability and controlling development costs.

~ **Budgeting & Pricing.** Our objective is to manage development costs carefully, while we maximize potential owner profit. To this end, we design and establish a comprehensive development budget, and provide assistance in setting lot or acreage sales prices.

~ **Contractor Selection.** Working with highly qualified experts, we review and evaluate prospective contractors, and make recommendations regarding their performance capabilities in terms of budgets and timelines.

~ **Utility Arrangements.** We petition for and coordinate the planning and installation of necessary utilities, including telecommunications, power, natural gas, sewer and water.

~ **Permits and Documentation.** We arrange for all necessary permits, and initiate, coordinate and manage all contract documents as well as the ongoing correspondence between seller, buyer/developer and municipality required during the development process.

~ **Project Management.** We are committed to supporting and advancing each project on a timely basis, within the agreed-upon budget, and in full compliance with the development agreement as negotiated.

• **As your representative...**

~ We coordinate communications with contractors as necessary, and maintain a consistent and timely flow of relevant information to our owner-clients.

~ We provide progress reports for review on a regular basis.

~ We monitor workmanship and performance carefully to make certain that agreed-upon standards are met or exceeded.

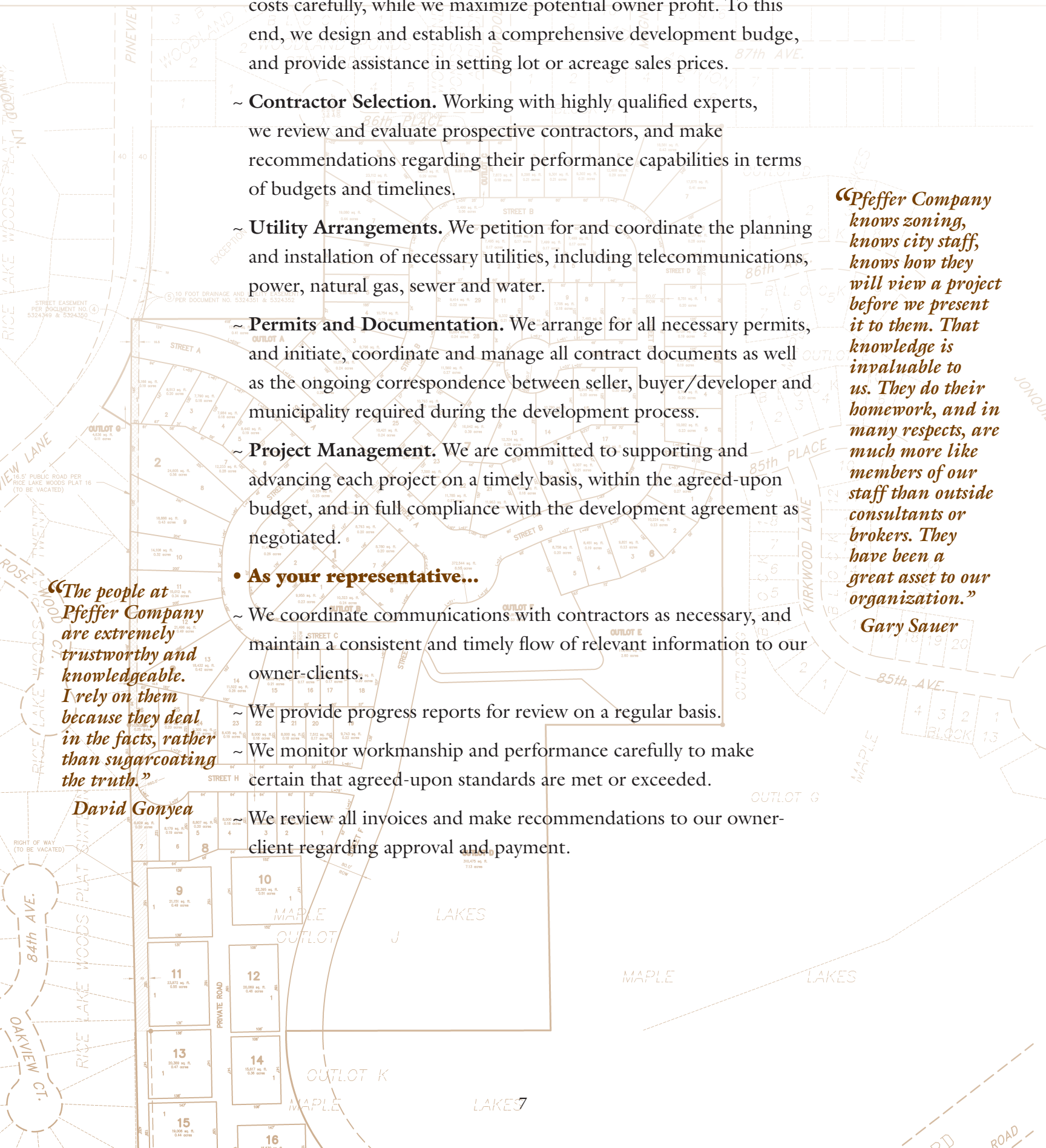
~ We review all invoices and make recommendations to our owner-client regarding approval and payment.

"Pfeffer Company knows zoning, knows city staff, knows how they will view a project before we present it to them. That knowledge is invaluable to us. They do their homework, and in many respects, are much more like members of our staff than outside consultants or brokers. They have been a great asset to our organization."

Gary Sauer

"The people at Pfeffer Company are extremely trustworthy and knowledgeable. I rely on them because they deal in the facts, rather than sugarcoating the truth."

David Gonyea



~ We establish cash flow forecasts and assist in planning and scheduling disbursements, as well as maintaining detailed and complete project files and records.

When you retain Pfeffer Company and its professional staff for your land development assignment, you can be confident that we will establish and maintain a cooperative and productive working environment for all parties involved – one which continues to reflect and enhance the financial and design concerns of the owner, developer and the community.

“Charlie and his group are really one of a kind. There is no one else with their depth of knowledge who can do what they do, and do it as well as they do it.”

Shawn Weinand

WHY CHOOSE PFEFFER COMPANY?

Our firm is recognized for its “get it done” approach to land sales, acquisitions and development-related services. We will not waste your time with unrealistic market evaluations and unachievable goals. In working with us, you will have access to the most accurate and current land market data available. But information alone won’t get your transaction closed or development approved. That’s where Pfeffer Company’s professional skills, personal service and extensive experience – in the hundreds of sellers, buyers and developers we’ve represented, and the dozens of communities in which we have worked – make all the difference.

Quality, integrity, and excellence – in service, in performance, in reliability and efficiency of delivery – have been the hallmarks of Pfeffer Company’s reputation for more than two decades.

We look forward to serving you.

“Pfeffer Company has been a trusted advisor to our company for many years. They have great knowledge and a thorough understanding of the Twin Cities land market.”

Peter Scherer

