

Bill Gladstone Group of NAI CIR



The Bill Gladstone Group of NAI CIR is made up of seven licensed professionals who use their years of market knowledge, well-refined negotiating skills and proven marketing programs to help clients and customers meet or exceed their commercial real estate objectives.

The Group's continued success is a direct result of the value-added services it provides to all transactions, regardless of size. Each property receives a customized marketing program to provide top-of-the-mind awareness to prospects and brokers. These specialized programs can considerably reduce the time a property spends on the market.



Commercial Real Estate Services, Worldwide.

Digital and Traditional Marketing

Our digital marketing program is exceptional. We have our own Web site, BillGladstone.com, which markets our listings as well as the Group. It features additional resources such as case studies, local vendors, recent transactions and exclusive articles. We also post our listings to several other Web sites. Our eProperty Update, which details all our available listings, is updated each month and available for downloading on our Web site. We have a broadcast e-mail program that features four of our listed properties each week. The program allows us to track customer interaction and click-throughs. I also find informative, professional articles in trade magazines to pass on to our business contacts (by category: developers, investors, attorneys, etc.) through e-mail. We produce our own videos using green screen technology for educational and listing presentations. This takes us well beyond the basic PowerPoint presentations of our competition.



Do You Have an Appetite For Real Estate?

DESCRIPTION	Size	DESCRIPTION	Size
1. COMMERCIAL SALE 1000 Square Foot Warehouse Change space with small office/warehouse in highly trafficked area. Close to major highway.	1,000 SF	6. COMMERCIAL SALE 1000 Square Foot Warehouse Warehouse and repair garage on the Canton Road in the heart of the industrial district. 24/24 hrs open daily.	1,000 SF
2. OFFICE LEASE 1000 Square Foot Warehouse Small professional office space conveniently located in business park. The perfect spot for a start-up.	1,000 SF	7. LAND SALE 1000 Square Foot Warehouse Warehouse and repair garage on the Canton Road in the heart of the industrial district. 24/24 hrs open daily.	1,000 SF
3. OFFICE LEASE 1000 Square Foot Warehouse Small professional office space conveniently located in business park. The perfect spot for a start-up.	1,000 SF	8. LAND SALE 1000 Square Foot Warehouse Warehouse and repair garage on the Canton Road in the heart of the industrial district. 24/24 hrs open daily.	1,000 SF
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real estate report

A publication of the Bill Gladstone Group of NAI CIR

Baby Boomers Estate Planning Needs

By Jan S. Brown, Esq.

As you have known, 1946 and 1964 are the years of the Baby Boomer Generation. There are 75 million Baby Boomers in the U.S. and 20% of the population is over 65. We are a generation that has seen the most dramatic increase in life expectancy. The average life expectancy for a male born in 1946 is 75 years, and for a female it is 80 years. The average life expectancy for a male born in 1964 is 78 years, and for a female it is 83 years. This means that the average Baby Boomer will live for 25 to 30 years after retirement. This is a significant increase in life expectancy compared to previous generations.

With that transition come different legal issues and planning issues. Estate planning needs including trust documents for family members are different than our parents'. Most of our clients are part of retirement plans (IRA, 401K, 403B, etc.) and we need to make sure that these plans are properly structured to pass on to our heirs. The legal documents that Baby Boomers need to make sure their assets and wishes are well protected are different than those of our parents. We need to make sure that our clients are aware of the different legal issues and planning issues that they face. We need to make sure that our clients are aware of the different legal issues and planning issues that they face.

More than ever before, it is vital that the Baby Boomer Generation be properly advised. Estate planning is a complex and ever-changing field. It is important to have a professional who can help you understand the different legal issues and planning issues that you face. We need to make sure that our clients are aware of the different legal issues and planning issues that they face.

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bill gladstone Group

NAI CIR

Commercial Real Estate Services, Worldwide.

Home

NAI CIR

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Who is the Bill Gladstone Group?

The Bill Gladstone Group of NAI CIR is made up of seven professionals who, with years of market knowledge, will assist you in your commercial real estate needs. We are a team of seven professionals who, with years of market knowledge, will assist you in your commercial real estate needs. We are a team of seven professionals who, with years of market knowledge, will assist you in your commercial real estate needs.

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We have a comprehensive traditional marketing program that includes a plan for marketing our properties equally. This plan includes: a mailing program, sending over 1,000 fliers per month to specific targeted audiences; a monthly newsletter and a full color triannual 44-page magazine, each received by over 3,000 business people; and unique postcard campaigns. Additionally, we keep an eye on the local newspaper and when we spot an article about a client or a client's family, we create and mail a 'Congratulations Note' with an embedded copy of the article.

Regarding personal marketing, we use the Group's name whenever possible. We have an important advantage in the market with seven licensed REALTORS in the group. Potential clients understand they get much more with us than if they hired a single agent. We strive for top-of-the-mind awareness and have various object marketing items to support this: our bobblehead made in likeness of Bill Gladstone; bobblehead calendar; bobblehead notepad; Bill Gladstone t-shirts, polos and dress shirts; flash drives branded with the Group name; and oversized branded paperclips using the "@ " sign imprinted with our Web site. Our Group always seeks opportunities to give presentations and network with members and business people in our community. We enjoy sponsoring the better known luncheon events, Economic Forecast, Mayor's State of the City Address, and several other smaller events throughout the year.



Commercial Real Estate Services, Worldwide.

Object Marketing



The Bobblehead is our team mascot. Its purpose is to be a novelty reminder, provide a conversation piece to generate word-of-mouth and to always keep top-of-the-mind awareness with clients.

Bobblehead



Our tour box is put together for potential buyers during property tours. It is basically a survival kit and includes: dry snacks, sugar free candy, branded mints, an apple and branded water. These boxes are used also for settlements and include the bobblehead, bobblehead flip pad, @ paperclip, t-shirt and a short note from Bill.

Tour Box



This piece is used for numerous applications such as follow-up letters, profile packages and Bill Gladstone Group mailings. It helps keep our Web site in front of additional prospects.

@ Paperclip



One of our newest object marketing pieces. This flip notepad captures the simplicity of Bill bobblehead. It is handed it out to customers and clients. This was created to keep our name and image on our contact's desks longer.

Bobblehead Flip Pad



T-shirts are given out at settlements along with a Bobblehead and other items. Each shirt displays the tag line, "Stop Searching," our Web site and NAI branding. We also have branded polos and dress shirts in limited quantities.

T-Shirt



The USB Flash Drive is used as a mode of transportation for any important documents for a specific presentation.

Flash Drive



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Object Marketing



The Pen and Pad Combo Packs are two everyday items that come in handy for our clients. These are handed out during meetings, events, settlements, etc. It helps keep our name on our clients' desks.

Combo Pack



Visit BillGladstone.com sticky notes are a friendly reminder to our clients to visit our Web site. These are placed in all our packages.

Sticky Notes