

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 17 highly finished, finished floor, concrete	1,000 SF	6. COMMERCIAL SALE 1000 Square Foot Warehouse Warehouse and repair garage on the Canton Road in the heart of the great South Hill. 20,000 sq. ft. concrete floor.	1,000 SF
2. OFFICE LEASE 1000 Square Foot Warehouse Small professional office space conveniently located in business park. The perfect spot for...	1,000 SF	7. LAND SALE 1000 Square Foot Warehouse Warehouse and repair garage on the Canton Road in the heart of the great South Hill. 20,000 sq. ft. concrete floor.	1,000 SF
3. OFFICE LEASE 1000 Square Foot Warehouse Small professional office space conveniently located in business park. The perfect spot for...	1,000 SF	8. LAND SALE 1000 Square Foot Warehouse Warehouse and repair garage on the Canton Road in the heart of the great South Hill. 20,000 sq. ft. concrete floor.	1,000 SF
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harrisburg commercial real estate report

A publication of The Bill Gladstone Group of NAI CIR

Baby Boomers Estate Planning Needs

By Jan L. Brown, Esq.

As you have been fortunate, 1946 and 1954, you are now in the Baby Boomer Generation. There are 75 million Baby Boomers in the US, and 20% of the US population is made up of Baby Boomers. The Baby Boomer Generation is the largest generation in the US, and it is projected that by 2011, the Baby Boomer Generation will be the largest generation in the US. The Baby Boomer Generation is the largest generation in the US, and it is projected that by 2011, the Baby Boomer Generation will be the largest generation in the US.

From the Sales Desk

More than ever before, it is vital that the real estate professional remains in touch with the market. The real estate professional must be able to provide the client with the most current information on the market. The real estate professional must be able to provide the client with the most current information on the market.

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bill gladstone Group

NAI CIR

Commercial Real Estate Services, Worldwide.

Home
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See what's happening in the Harrisburg Area
Find out what's new, who's new, community events and more.

Today's date is Monday, June 20, 2011

Who is the Bill Gladstone Group?

The Bill Gladstone Group of NAI CIR is made up of seven professionals who, with 30 years of market knowledge, will provide you with the most current and accurate information on the market. We are looking for commercial, industrial, retail, warehouse or land properties in the Greater Harrisburg Area. See us today!

Through our site you will find listing information for properties within the Central Pennsylvania Market. You can also access our real estate, commercial real estate, term glossary and exclusive articles among other resources. Check back often because BillGladstone.com is constantly updating.

Bill Gladstone, CSM, BDR, has been the marketing for a majority of more than 100 listings. He is dedicated to make sure that every client who has had to deal with our Group's services in Harrisburg, Gettysburg, Pottsville, York, and other areas in the region. He has been a member of the Greater Harrisburg Area Board of Realtors since 1988. He is also a member of the NAI CIR and BDR organizations. He offers to give you the same level of expertise and knowledge.

You can expect the Bill Gladstone Group of NAI CIR to be your first step in finding a solution for your commercial real estate needs.

Send your real estate needs. X 7

Let us see...
LinkedIn YouTube Facebook

Bill Gladstone Group News

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