

\$250 Million Worldwide Real Estate Auction

Conducted at the 2008 ULI Fall Meeting & Urban Land Expo
at the Miami Beach Convention Center,
October 27-30, 2008



Include Your Property in This Showcase Sales Event, Presented by



SHELDON GOOD & COMPANY

As advertised in
THE WALL STREET JOURNAL.

Achieve Unparalleled Market Exposure in This National & International Sales Event!

\$250 Million Worldwide Real Estate Auction

Trophy Residential • Multi-Family • Office • Retail • Vacant Land • Commercial • Hospitality • Industrial

For decades, astute owners of significant properties have relied on professionally planned, well-executed Sheldon Good & Company auctions to market and sell their properties, achieving a level of success that traditional methods often cannot match.

Over the same period of time, The Urban Land Institute has carefully observed the effectiveness of real estate auctions, as conducted by Sheldon Good & Company. With successes exceeding \$10 billion in sales via auction, The ULI has become an enthusiastic proponent of the Sheldon Good auction process.

David Howard, ULI's Executive Vice President of Membership & Development says, ***"The auction will be a featured component of our 2008 Fall Meeting, offering ULI members the opportunity to place a spotlight on properties they wish to buy or sell, through a joint national & international marketing effort by giants in the industry, Sheldon Good & Company and The Wall Street Journal."***

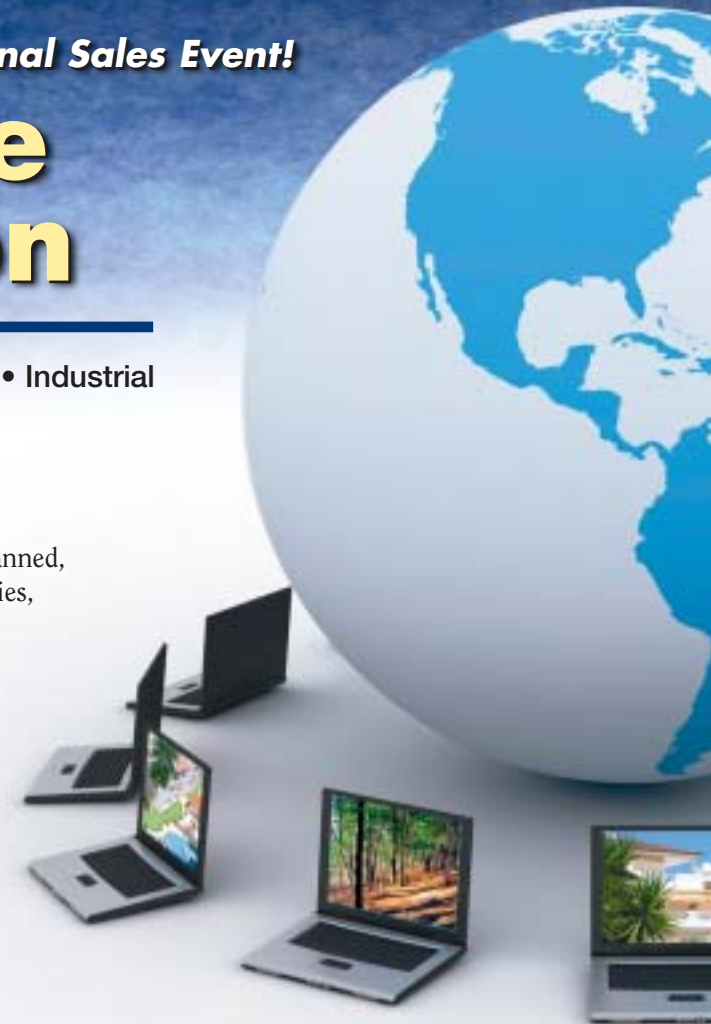
Statistics compiled by the National Auctioneers Association (NAA) substantiate Mr. Howard's sentiments. In 2007, the NAA reported that the total amount of real estate sold at auction was \$58.7 billion. Sellers of every type of improved real estate and land enjoy similar success when utilizing real estate auctions.

One reason auctions work so well is that they employ intensive marketing campaigns to tout the upcoming event. Targeted marketing in print, video, radio, and Internet create a palpable buzz in the marketplace, and tend to freeze activity on similar properties in the vicinity. Auctions capture media attention as well, especially when a property enjoys a prominent place in the community or has some prominence in the marketplace.

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Deborah Falcone, The Wall Street Journal's real estate advertising director adds, ***"We have partnered with Sheldon Good & Company for many years. They know that advertising in the Journal secures the attention of a large cross section of able buyers. We're proud to be a vital part of their ongoing marketing programs, and we look forward to playing a big role in the success of ULI's upcoming \$250 million auction."***

Steven L. Good, Chairman and CEO of Sheldon Good & Company, likens his auctions to those that sell fine art and antiquities, elegant affairs that create an exciting environment, while simultaneously stimulating sales. ***"Auctions have proven to be highly effective in all economic climates, for virtually every class of real estate,"*** says Mr. Good.





Benefits of Selling Real Estate via Auction

- Expert marketing teams create broad local, regional, national, and international exposure.
- Timely sales eliminate carrying costs.
- Auctions bring rapid closure to transactions, and sellers obtain proceeds quickly.
- Determines market for unique or difficult-to-value real estate.
- Immediate access to cash.
- Properties that sell at auction have a closing rate of nearly 100%.
- Auctions demonstrate fairness in dealing with all interested parties.
- Every classification of residential, commercial, and development real estate has been successfully sold using the auction process.
- Property evaluation, parceling strategy, and proper market exposure creates value and maximizes final selling prices.
- Sheldon Good & Company is the country's most successful and respected real estate auction firm, with sales exceeding \$10 billion in real estate since 1965.

Sheldon Good & Company created a customized local, regional, and national marketing plan for aluminum giant Alcoa, and sold this 11.1-acre Newton, Massachusetts redevelopment property via sealed bid auction for \$12.98 million, an amount above appraised value.



Developers who wish to close out their projects in a cost-effective manner often use real estate auctions to successfully realize their goals. Sheldon Good's auction of 45 luxury condominiums at Ironwood on the Green in Middleton, Massachusetts, produced results that far exceeded their client's expectations. Every remaining condominium was sold during the 3-hour auction, netting \$11 million, and immediately freeing the client of burdensome carrying costs.



Real estate auctions can be the best choice for selling one-of-a-kind trophy residences. Miramar, a magnificent "Gilded Age" mansion located on eight oceanfront acres in Newport, Rhode Island, recently sold for \$17.5 million, a record price for a single-family home in the state.



Auctions are especially effective when selling property that is unique or difficult to value—precisely the types of properties owned by many Institute members. Good continues, ***"In the past year alone, we have helped sellers close out condominium developments, fractional ownerships resorts, vast development land portfolios, and sell stunning trophy residences. We feel this October auction will benefit ULI members in a big way, while demonstrating once again that Sheldon Good & Company auctions WORK."***

For an in-depth property analysis to determine if an auction marketing program is the correct approach to sell your property, please call Steve Good or Jim MacDonnell at **(800) 962-0933** or visit **www.sheldongood.com**

The deadline to include your property in the auction is July 14, 2008.

Sheldon Good & Company

www.sheldongood.com

Internationally renowned as the premier real estate firm of its kind, Sheldon Good & Company markets properties globally through four distinct divisions: real estate auctions, brokerage, consulting, and lending.

With offices in Chicago, Manhattan, Scottsdale, Denver, Houston, and Monterrey, Mexico, the firm has sold more than 40,000 properties in the U.S., Caribbean, Central and South America, Canada, and Western Europe, with sales exceeding \$10 billion.

Urban Land Institute

www.uli.org

With over 40,000 members in 94 countries, the mission of the Urban Land Institute is to provide leadership that encourages responsible use of land, while creating and sustaining thriving communities worldwide.

Of the world's leading professional organizations, the ULI's membership is one of the world's most prestigious.

Developers of master-planned and luxury communities, single and multi-family projects, and shopping centers comprise a large percentage of ULI's membership, along with architects and many other real estate professionals.

Source: Urban Land Institute membership data 2007-2008.

Wall Street Journal

www.wsj.com

With a daily circulation of nearly two million, in addition to 1,017,000 paying online subscribers, The Wall Street Journal is an internationally respected newspaper, published by Dow Jones & Company.

Printed continuously since 1889, the newspaper sets the standard for journalistic scope and integrity, and has won the Pulitzer Prize thirty-three times, including 2007 prizes for backdated stock options and for the adverse impact of China's booming economy.

As a result of the publication's reputation for content and editorial excellence, The Journal boasts a quality of readership that is unmatched by any U.S. newspaper, capturing the attention of a large percentage of the country's top executives in virtually every area of commerce, technology, and industry.

Source: 2007 March ABC Statement; Internal Records, Omniture January, 2008.



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