

# Breaking Ground

## COMMERCIAL REAL ESTATE TRENDS

### Commercial Real Estate in the Dot.Com Age

**Atari...Beta VCR s...8 Tracks...Bag phones...**

All symbols of high technology at their time. Who knew what a jpeg or PDF was then. Today's technology has impacted the service industries in such a way that it has become the focus in many business models to stay current with the latest in electronic commerce. Commercial/industrial real estate is one of those industries. Perry Group, Ltd. understands these growing and everyday dynamic changes. By applying and interacting this knowledge into our marketing programs, we are able to bring local properties into a virtual global marketplace. Our investment in programs like Loopnet, CoStar Group, and Retail Lease Trac is critical to servicing commercial real estate in today's marketplace.

And there is no cost to you in getting your property into the marketplace until we prove our value and deliver results. We are committed to representing our clients with the best professional service. Contact Joseph Perry at 312-932-0022 to discuss how Perry Group, Ltd. can bring your property into the new world of commercial real estate services.



LoopNet, Inc., a leading information services provider to the commercial real estate industry, delivers a comprehensive suite of products and services to meet the national and local needs of commercial real estate firms, organizations and professionals. LoopNet members can list, search, market, research and finance

commercial real estate properties over the Internet - reducing their marketing costs, expanding their reach, accelerating the pace of transactions and enhancing their insights on the market.

LoopNet operates the largest and most heavily trafficked commercial real estate listing service online with more than 1.4 million registered members and 700,000 unique visitors monthly. The LoopNet online marketplace contains more than \$335 billion of property available for sale and 2.9 billion square feet of property available for lease. LoopNet's market-leading LoopLink product powers the web sites of more than 1,000 commercial real estate organizations and seamlessly integrates their web sites with LoopNet's listing service at [www.LoopNet.com](http://www.LoopNet.com)



Today, savvy commercial real estate professionals exchange, share and access information like never before. They recognize the advantages of using new information technologies. And tens of thousands of them rely on the nation's leading provider of electronic commercial real estate information: CoStar Group.

It's paid off. Last year alone, more than 70% of leasing and sales transactions took place with the help of CoStar Group. With approximately 30 billion square feet of coverage -- including 1.14 million properties in 50 top U.S. markets -- CoStar Group is the place to go if you want to cash in on the biggest and best deals around.

### RETAIL LEASE TRAC

*TRACKING RETAIL AROUND THE WORLD*

Retail LeaseTrac is extensive database of national retailers along with their demographic demands and expansion plans for individual markets. A knowledgeable research team who continuously add retailers and update the information by verbal confirmation. Retail LeaseTrac is where retail siting decisions are made.

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