

EXHIBIT A

Commercial Marketing Plan for the Breezeway Motel Site

The following provides an overview of the planned marketing plan (the “Plan”) for the future commercial building to be located at 10829 Fairfax Boulevard (the “Property”), as identified on the Master Development Plan submitted by Pulte Home Company, LLC (“Pulte”) in conjunction with Planned Development application Project # Z-18-00539. As stated in the Summary of Commitments submitted with the application, until such time as the Property is conveyed to a third-party in which Pulte has no ownership interest, Pulte shall diligently implement this plan in coordination with the commercial real estate agent(s) of its choosing (the “Agent”). This Plan and the strategies/methods identified herein may be supplemented or modified from time-to-time by Pulte or its agent.

1. Upon approval of the submitted Planned Development rezoning application, the Agent shall prepare a formal Offering Memorandum and establish a coordinated marketing program for the property. The Offering Memorandum shall include a description of the Property, information about the approved commercial building and site improvements shown on the approved Master Development Plan, a list of the permitted uses, and other pertinent information typically included in offering memoranda. The coordinated marketing program shall include a needs assessment that identifies viable commercial uses for which there is a demand in the City or region, and the Agent shall direct its marketing efforts to attract these uses.
2. Within six (6) months of rezoning approval, the Agent shall distribute the Offering Memorandum to tenant retail brokers, office brokers, and other commercial real estate investors and developers to make them aware of the offering.
3. Agent shall install a “For Sale” sign on the Property and shall advertise its availability via other industry standard means as determined by the Agent.
4. The Agent shall provide the City’s Economic Development Office (the “EDO”) with a copy of the Offering Memorandum and coordinated marketing plan identified in Item #1 above, and shall provide the EDO with regular updates on the status of its marketing efforts on a monthly basis or such other intervals as agreed upon by the Agent and the Director of Economic Development (the “Director”). The Agent shall follow up leads or suggestions for prospective users for the building provided by the Director, and shall respond to inquiries received by the Director.