

BELLCORNERSTONE
Commercial Real Estate

We Sell BIG
Buildings. **FAST.**

\$250M+

SAVED FOR CLIENTS
IN THE LAST 5 YEARS

Reducing Your Occupancy Cost &
Rightsizing Your Real Estate Footprint



PLUS

Recent Client
Success Stories,
Testimonials and
Real Estate Wins!

**BUY AND
SELL
with
BELL**



POWERBROKER™ AWARD

**5X TOP SALES
POWER
BROKER**

FIVE CONSECUTIVE YEARS
2019 - 2020 - 2021 - 2022 - 2023

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BELL
CORNERSTONE
Commercial Real Estate



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27 SALE-LEASEBACK TURNS
INTO A WIN-WIN-WIN



37 OVER \$7 MILLION SAVED FOR
THE LARGEST NEWSPAPER
IN THE WORLD!



41 FAST GROWING & UNIQUE COMPANY THAT
NEEDED TO MEET THE REAL ESTATE DEMANDS
OF THE PEOPLE WHO WORK THERE!

SCAN
ME! >>



Scan to Explore Our
Current Property Listings



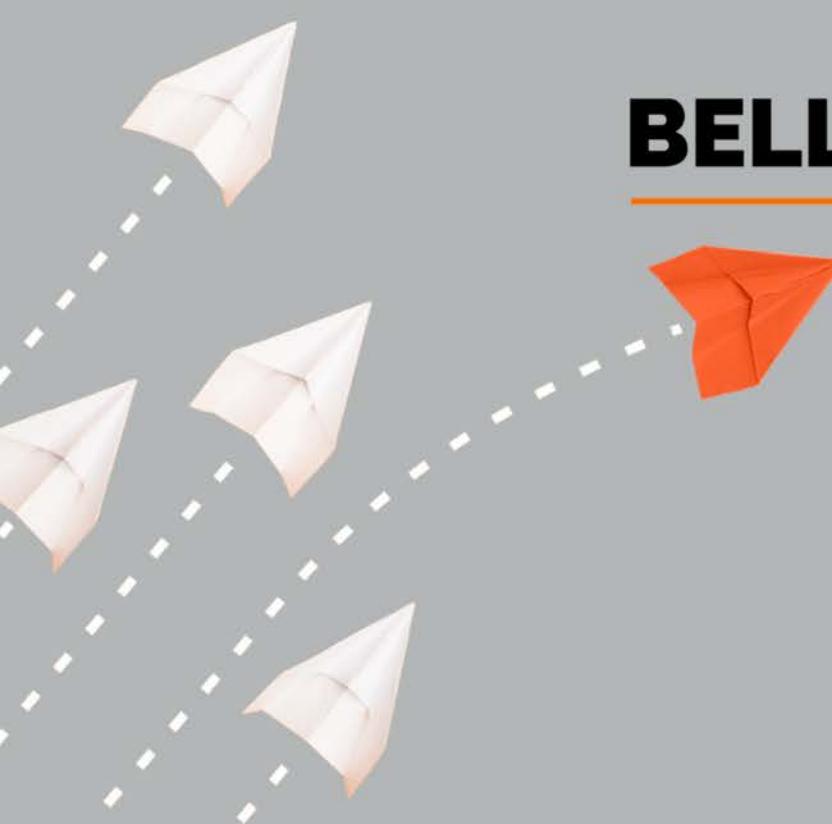
We rolled up our sleeves and set about to recreate a modern tenant advocate service. We departed from the traditional 1099 independent contractor model where agents focus solely on large commissions. We restructured our compensation and created a powerful, uniquely aligned tenant advocate service.

”

Mark Bethmann
President & CEO, BellCornerstone

CHOOSE A REAL ESTATE COMPANY THAT STANDS OUT FROM THE CROWD

We take a completely new approach to solving the same old commercial real estate problems.



BELLCORNERSTONE
Commercial Real Estate

www.BellCornerstone.com

@BellCornerstone





Mark A. Bethmann

TREATING PEOPLE RIGHT: IT'S HOW WE DO BUSINESS.

Several years ago, we embarked on a simple information gathering campaign asking our clients what more we could do to provide a better real estate experience.

What began as a simple exercise transformed into a corporate mission. We conducted research to better understand the perception of the commercial real estate industry as a whole and what we uncovered wasn't pretty.

The lack of transparency in the real estate process resulted in industry distrust. Representatives were often viewed as working in opposition to their client's best interest. What's more, there was the feeling that the broker's compensation took precedence over the client's business and financial goals.

We took these findings to heart and viewed it as an opportunity to redefine the industry and provide a far better real estate experience. We devised a solution that upends the traditional brokerage model and fixes the problem of misaligned incentives. Additionally, our company is staffed with a team of salaried specialists, each with specific skill sets, to serve our clients in their precise capacity and at the ideal time.

People have questioned the sanity of turning a multi-trillion dollar industry on its head, but the more they hear, the more they understand. That's what's exciting to me; looking a prospect in the eye and witnessing that "aha moment." A smile spreads across their face, and they say... "yeah, that makes sense!"

Clearly, the Pandemic created havoc in the office, retail, commercial and residential real estate markets. Although we believe the markets have started to and will ultimately bounce back, a hybrid, work from home model has created a new normal. Our team approach and market leading experts continue to help our clients navigate the volatile real estate industry.

A handwritten signature in orange ink that reads "Mark Bethmann".

MARK A. BETHMANN
President & CEO, BellCornerstone

SOLVING PROBLEMS DELIVERING RESULTS

Commercial Real Estate is NOT One Size Fits All

AND THE SERVICES SHOULDN'T BE EITHER

BellCornerstone takes a completely new approach to solving the same old commercial real estate problems. By seeing the whole picture, and by understanding each individual piece, even the most complex problems become amazing success stories. Our team's expertise and understanding of nationwide market conditions, rent levels and property values will help you improve the outcome of your commercial real estate dollar.

Success Share Model

BellCornerstone offers a unique success-sharing compensation model as an innovative alternative to the commercial real estate status quo. Our approach of tying compensation to performance creates alignment, transparency and trust.

Nationwide Network

BellCornerstone is an independent commercial real estate firm. We will always select the best in-market partner for each requirement around the country, without being obligated to work with any specific brand affiliate.

Proven Results

At BellCornerstone we value our clients and know that their success leads to our success. If you only listen to one thing we have to share with you, listen to what our CLIENTS are saying about us!



Solving the Puzzle, One Piece at a Time

**For more than 40 years,
BellCornerstone has been
providing commercial
real estate services.**

From lease negotiations and tenant representation to portfolio management and asset disposition, BellCornerstone helps clients achieve their real estate goals in local markets throughout the country.



Solving real estate problems and serving clients in over 750+ markets, BellCornerstone has nationwide experience and a proven strategy that can be utilized in any local market. Our team of real estate professionals will use their understanding of market conditions, rent levels and property values to find the location in your local market that best fits your needs and will help you achieve the best deal possible.

Using our innovative shared savings approach, BellCornerstone has sustained an 18.3% average reduction in clients' real estate occupancy costs. And, by providing complete transparency and tying our compensation to our performance, BellCornerstone upholds perhaps the highest client retention rate in the commercial real estate industry.

Nationwide & Beyond: Serving All 50 States and Canada



Leveraging Strategic Partnerships

Size: 50,160 SF

City: Great Falls, MT

Service: Property Disposition



An Entire City Block in Stockton

Size: 180,000 SF

City: Stockton, CA

Service: Property Disposition



47 Million Reasons to Choose BC

Size: 300,000 SF

City: Phoenix, AZ

Service: Property Disposition



The Power of Picking the Perfect Partner

Size: 193,253 SF

City: Lubbock, TX

Service: Property Disposition

0 MARKETS



A Novel Approach to an Unprecedented Situation

Size: 186,503 SF

City: Naples, FL

Service: Property Disposition



A BIG Challenge Requires a BIG Solution

Size: 418,787 SF

City: Columbus, OH

Service: Property Disposition



If You Lease it Out, it Will Sell

Size: 88,623 SF

City: Erie, PA

Service: Property Disposition



Sale-Leaseback Turns into a Win-Win-Win

Size: 188,139 SF

City: Knoxville, TN

Service: Sale-Leaseback

IS YOUR REAL ESTATE WORKING *for* or *against* YOUR BUSINESS?

A Strategic Commercial Real Estate Plan is Essential to Achieving your Business Goals.

Real Estate Decisions Should Support Your Business Strategy

Whether you're growing, consolidating, or working to operate more efficiently, the way your real estate is managed has a direct impact on your bottom line. Portfolio management isn't just about properties—it's about aligning your real estate with your business strategy.

At BellCornerstone, we assess the full picture: owned and leased assets, future obligations, expenses, and how each element affects performance. Our team of real estate, legal, and financial experts identifies risks, uncovers opportunities, and offers clear, data-driven guidance.

When you partner with BellCornerstone, we help you:



MEASURE PERFORMANCE

We analyze market trends to maximize your real estate.



MANAGE RISK

We identify risks and reduce financial exposure.



IDENTIFY OPPORTUNITY

We uncover opportunities to strengthen your position.



REDUCE COSTS

We analyze options to reduce unnecessary costs.

YOUR REAL ESTATE *Portfolio*



The BellCornerstone Portfolio Approach

Owned Assets

Maximize asset value by assessing current holdings and identifying opportunities for optimization.

No Changes

Excess Space

Sell It

Lease It

Leased Assets

Ensure cost efficiency by evaluating lease commitments and adjusting space to meet business needs.

No Changes

Excess Space

Terminate

Right-size

Portfolio Analysis

Assess property data, leases, expenses, and market conditions.



Performance Evaluation

Analyze financial impact, space use, and business alignment.



Strategic Planning

Develop recommendations for lease, sale, or optimization.



Implementation

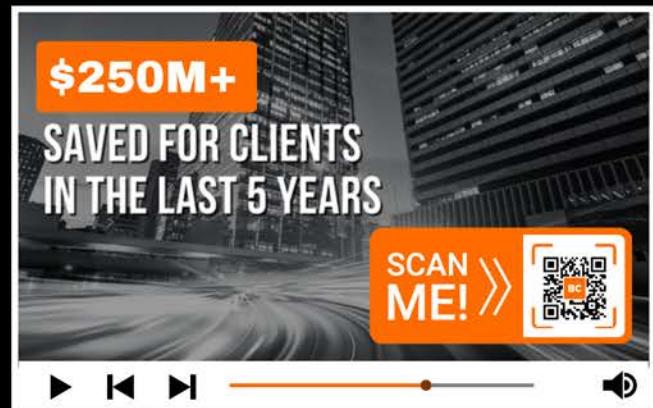
Execute strategies through transactions and adjustments.



Continuous Optimization

Monitor performance and adapt to market changes.





OUR *Portfolio* SERVICES

Improve Your Bottom Line
in Many Ways!

- PROPERTY DISPOSITION
- LEASING & SUBLEASING EXCESS SPACE
- LEASE BUY-OUTS & RENT ABATEMENTS
- TENANT REPRESENTATION
- CONSULTING SERVICES
- RAVING FANS



Property Disposition

We Sell Big Buildings. Fast.

BellCornerstone leverages expert valuation, strategic marketing, and a nationwide network to streamline commercial property sales.

[Learn More, pg. 15](#)



Tenant Representation

Your Savings is OUR Success!

Expert Guidance, Strategic Solutions. BellCornerstone's Consulting Services provide tailored real estate strategies, market analysis, and expert advice to optimize property decisions and maximize value.

[Learn More, pg. 31](#)

**BUY
AND
SELL
with
BELL**

Puzzle *One Piece* at a Time!



Leasing & Subleasing Excess Space

**Maximize Space.
Maximize Returns.**

BellCornerstone helps businesses lease or sublease excess space quickly with strategic marketing, expert negotiation, and a vast network of tenants.



Consulting Services

**Expert Guidance,
Strategic Solutions.**

BellCornerstone's Consulting Services provide tailored real estate strategies, market analysis, and expert advice to optimize property decisions and maximize value.



Lease Buy-Outs & Rent Abatements

Cut Costs, Gain Flexibility.

BellCornerstone negotiates lease buy-outs and rent abatements to help businesses reduce expenses and optimize their real estate commitments.



Real Results. Raving Fans.



Discover the results everyone's talking about.

Your Real Estate Strategy Starts Here

You Could...

- ✗ Figure it Out Alone
- ✗ Use Local Brokers As Needed
- ✗ Hire a National Broker



You Should...

- ✓ Have an Experienced Professional by Your Side
- ✓ Have a Single Point of Contact Offering a Full Range of Services
- ✓ Have Consistent Visibility Reporting Across Locations

THE BIG QUESTIONS YOU MAY BE ASKING



**Top Questions
We See from
Companies
Just Like Yours**

IS YOUR REAL ESTATE COSTING YOU MONEY OR MAKING YOU MONEY?

Before you can answer this question, you need to have a complete understanding of your real estate positions. These include future obligations and opportunities, audits and forecasting of operational and capital expenses, continued insights into market conditions and trends, and perhaps most importantly, how all these attributes interact and affect overall business goals.

IS NOW THE TIME TO DIVEST?

There's no easy answer to this question because there are so many variables you need to consider. BellCornerstone's expertise can help you make the most informed decision possible.

IS A SALE-LEASEBACK FEASIBLE?

There are many reasons a sale-leaseback can be advantageous to business owners, but there are also disadvantages as well. If you are considering a sale-leaseback, you need an experienced partner like BellCornerstone by your side to help you through this process.

IS YOUR CURRENT LEASE FOOTPRINT RIGHT FOR YOU?

All businesses can benefit from strategically looking at their space utilization to determine if there is a need to expand or downsize. BellCornerstone can help you strategically evaluate your space and how it fits your business.

IS YOUR WORKFORCE DYNAMIC SHIFTING TO WORK FROM HOME OR HYBRID MODEL?

There is no one-size-fits-all approach, but BellCornerstone can help guide organizations to create a better workplace experience in the post-pandemic era.

ARE YOU OVERPAYING?

Auditing your leases will help identify if there are overcharges or any ways your company could be saving money.

CAN YOU DETERMINE IF YOUR OPERATING EXPENSES AND LANDLORD PASS-THROUGHS ARE ACCURATE?

You may have overlooked details in your lease or not realized what you'd be paying in fees over time. An operating expense audit can help determine if you are paying what you should be.

HOW CAN YOU DO A BETTER JOB GETTING IN FRONT OF UPCOMING LEASES?

BellCornerstone can help with your lease administration by keeping track of upcoming renewals and exercising options, managing operating expenses, and updating lease data.

HOW CAN YOU IMPROVE YOUR EFFICIENCY AND REDUCE YOUR OPERATING EXPENSES?

Again, there is no one-size-fits-all approach. What works for another business might not work for you. However, a business with streamlined operating expenses is in better shape to push for improved margins. Let BellCornerstone help you understand where you can improve efficiency and streamline your operating expenses.

Still Have Questions?

ask Aidan



AIDAN B. CLEGHORN, ESQ.
Partner, BellCornerstone



We Sell BIG Buildings. **FAST.**

Is Right Now the Right Time to Sell?

You NEED a Partner That Will Work Fast, Work Smart and Work Tirelessly to Make it Happen!

Our team of commercial real estate experts includes certified property appraisers, seasoned real estate investors, experienced architects, real estate attorneys, and more. We bring together the right minds and the right strategy to help you move quickly and capture full market value.

By correctly determining the true value of your property, minimizing the time it spends on the market, and aligning your financial strategy, we position you for the best possible outcome.

Whether your goal is to sell, repurpose, or restructure—we focus on three core outcomes that drive results: **Maximize the Sale Price. Minimize Time on Market. Optimize Your Strategy.**



BellCornerstone partners with you to maximize your building's value and secure the highest price the market will bear.



BellCornerstone collaborates with you to create a strategic plan aimed at minimizing time on the market.



BellCornerstone leverages our expertise to help you balance debt and equity in line with your financial goals and strategy.



GOT SPACE?

- Underperforming Real Estate
- Vacant Buildings
- Excess Space to Sublet

Vacant or underutilized space drains your bottom line. That's why BellCornerstone delivers proven strategies to reduce downtime and turn your property into a performing asset—fast. Our multi-level approach combines specialized experts, advanced technology, and national reach to quickly connect your property with qualified tenants or buyers.

With a dedicated telecommunications team, powerful marketing tools, and a trusted partner network, we make sure your property gets the exposure it needs—where and when it matters most. Using 3D virtual tours, real-time data, and targeted outreach, we bridge the gap between landlords, investors, and the right tenants.

“ Time is the new currency when it comes to monetizing your CRE positions. ”

Mark A. Bethmann
President & CEO, BellCornerstone

BellCornerstone isn't just a brokerage—we're your trusted advisor. We bring the tools, expertise, and team to get your property noticed, negotiated, and closed.



It's Not Local Broker OR BellCornerstone It's Local Broker **AND** BellCornerstone



- Market Knowledge & Local Relationships
- In-Person Tours & On-the-Ground Presence
- Familiarity with Zoning, Permits & Local Players



- Targeted Prospect Outreach
- Proprietary Deal Database & National Market Data
- Premium CRE Listing Access & Tech-Driven Marketing
- Driving Urgency for Faster Closings
- Reduces Deal Time by Up to 80%

Combining BellCornerstone's national strategy, data-driven marketing, and transaction expertise with a local broker's on-the-ground support creates a powerful partnership. BellCornerstone leads—driving outreach, urgency, and results—while the local broker assists with tours and regional insight. Together, we deliver faster deals, better exposure, and maximum value through a high-impact, coordinated approach.

One Team. One Contact. One Goal

Faster Deals, Better Exposure, Maximum Value!



CoStar Group™
**5X TOP SALES
POWER
BROKER**
FIVE CONSECUTIVE YEARS



WANT FASTER RESULTS SELLING OR LEASING
YOUR COMMERCIAL REAL ESTATE?

We Are BellCornerstone And We Can Help!

**It's NO
Comparison**



GOOD



BETTER



BEST

	DO IT YOURSELF	TYPICAL BROKER	BELLCORNERSTONE
FOR SALE SIGN	✓	✓	✓
ONLINE LISTING	✓	✓	✓
EMAIL MARKETING	✓	✓	✓
CRE WEBSITE LISTING		✓	✓
BROKER E-BLAST		✓	✓
LOOPNET STANDARD		✓	✓
LOOPNET PREMIUM			✓
LOCAL MARKET E-BLAST			✓
INVESTOR E-BLAST			✓
TEAM BASED APPROACH			✓
ENVIRONMENTAL REVIEW			✓
BUILDING CLEAN-UP & STAGING			✓
3-D MODEL			✓
DIRECT MAIL CAMPAIGN			✓
TELECOMMUNICATIONS CAMPAIGN			✓

Don't Just List It. Sell It.

You Could...

- ✗ Figure it Out Alone
- ✗ Use a Local Broker
- ✗ Hang a Sign and Wait

You Should...

- ✓ Have an Experienced Professional by Your Side
- ✓ Have a National Partner Who Will Interview and Hire the Best Local Broker
- ✓ Leverage an Entire Team Actively Working to Sell Your Property





Strategic Partnership

Selling commercial real estate can be complex and uncertain—but it doesn't have to be.

Ten-X's live online auction platform streamlines transactions with advanced technology, ensuring competitive pricing and a reliable close. Partnering with Ten-X, BellCornerstone accelerates closing times for our clients.

MARKETED. SOLD. CLOSED.

629 Wabash Ave
New Philadelphia, OH



PURCHASE PRICE
\$1,416,250

BIDS PLACED
18

300 South Beech Street
Pine Bluff, AR



PURCHASE PRICE
\$619,500

BIDS PLACED
49

One Copley Plaza
Springfield, IL

101 Cypress Street
Abilene, TX



PURCHASE PRICE
\$1,287,500

LISTING DAYS
TO CLOSE
68

PURCHASE PRICE
\$1,030,000

LISTING DAYS
TO CLOSE
77

40+ CLOSED TRANSACTIONS | 98.8% CLOSING RATIO | AVG OF 17 APPROVED BIDDERS

How It Works



Onboarding

5 DAYS OR LESS

- Due diligence documents are collected by Ten-X
- Initial, undisclosed reserve price is set by the seller and broker



Build the Listing

10 DAYS OR LESS

- Full-service development of a comprehensive marketing program (photography, property listing email) to strategically match potential buyers page, print & digital ads, and direct mail



Buyer Market

45 DAYS

- Tailored marketing program to broad and targeted buyers
- During the marketing period, buyers have access to perform all due diligence prior to bidding in the auction



Online Auction

2 DAYS

- Online 2-day auction where qualified buyers place binding bids
- Once reserve is met or exceeded, highest bidder is awarded contract



Contracts & Closing

30 DAYS (AVERAGE)

- Contract is signed by the buyer within two hours
- Non-refundable earnest money deposit is due within 24 hours of contract execution
- Non-contingent closing period

 BellCornerstone has been a tremendous partner for Ten-X. They have seamlessly woven in their hands on proactive marketing efforts in combination with Ten-X to result in 98.8% of the deals brought to Ten-X selling. They tirelessly work on maximizing exposure and fully engaging the buyer pool to produce outstanding results on every deal. Their integrity, expertise, and ability to problem solve in combination with their competency to work deals in various markets across the country is unprecedented. I enjoy working with the entire BellCornerstone team and would highly recommend them on any assignments. 

Korey Prefontaine

Sales Director, Ten-X



Strategic Partnership



Step Inside with Matterport 3D Virtual Tours— Explore Spaces Like You're Actually There.

Matterport's cutting-edge 3D media platform creates immersive, interactive virtual tours that keep viewers 300% more engaged than traditional 2D imagery. With a 3D tour, buyers can explore a property from anywhere, at any time—zooming in on details, seamlessly navigating between floors, and gaining precise measurements of rooms, ceilings, and floors using Measurement Mode. This level of accessibility and detail helps buyers make more informed decisions, faster.

Explore a Property in Three Unique Ways:

- Dollhouse View – See the entire property at once from a 3D perspective.
- Inside View – Take a fully interactive walkthrough, just like being there.
- Floorplan View – Get a top-down look at the layout for better spatial understanding.



Dollhouse View

Inside View (3D Walkthrough)

Powerful Platform Features

Leverage all the Matterport Features to Elevate any Listing



Measurements

Accurately measure anything within the 3D model



Mattertags

Embed pop-up notes, links and videos into your 3D model



Guided Tour

Helps focus attention and highlight key areas



Dollhouse View

Fully-interactive 3D outside view perspective



Floor Plans

Get a better sense of the overall look and feel of the property



4K Photos

Extra high resolution photos from 3D model shots



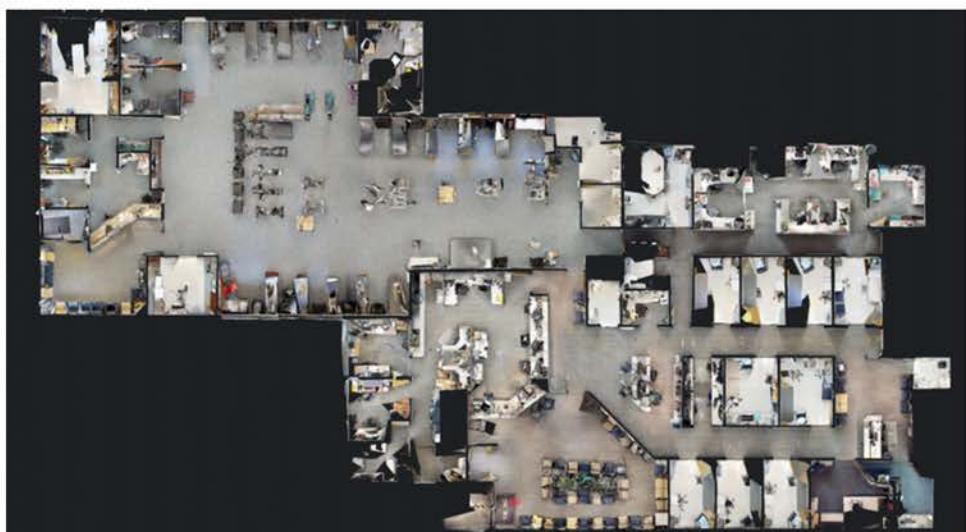
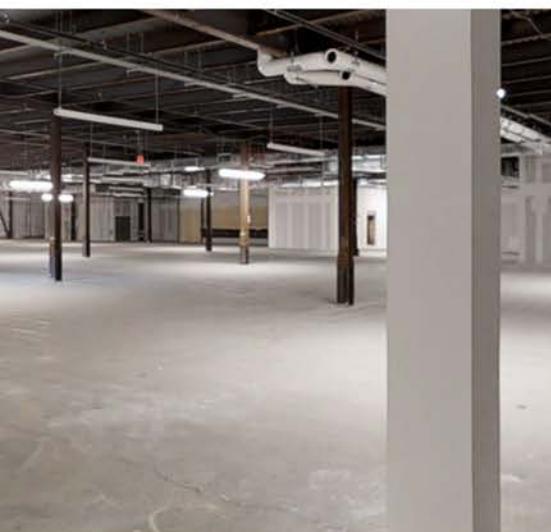
Blur Brush

Protect privacy by blurring pictures and personal information

Get the Matterport Advantage

By enabling your prospective clients to see your properties in 3D, you can stand out from the competition and provide an immersive experience that is not possible with photos or 360° tours.

- Decrease Time on Market
- Stand Out from the Competition
- Reach a Wider Audience
- 24/7 Open House
- Out of Town Buyers
- Close on Properties Faster
- Generate Higher Engagement and Interest



Floorplan View



Naples Daily News: Naples, FL

Size: 186,503 SF | Service: Property Disposition

A Novel Approach to an Unprecedented Situation

BellCornerstone was hired by Gannett Media on behalf of the Naples Daily News with two goals:

- Sell the 186,503 SF facility in Naples, FL
- Maintain an important presence in the community

This well-located and valuable property was estimated to be worth between \$25-30 Million. The challenge for BellCornerstone was to maintain the integrity of the high price point amid the COVID-19 pandemic.

Naples Daily News

PART OF THE USA TODAY NETWORK



- ✓ Digital Marketing Plan
- ✓ 3D Technology
- ✓ LoopNet Platinum Listing
- ✓ 3,599 Phone Calls Made
- ✓ 34 Solid Leads
- ✓ Multiple Offers
- ✓ Property Sold for \$28M

BELLCORNERSTONE
Commercial Real Estate

The BellCornerstone Approach:

The uncertainty looming over the real estate industry from COVID-19 resulted in many companies and investors putting a moratorium on their real estate decisions. This, along with the inability for potential buyers to physically tour the property, created new and unprecedented challenges.

BellCornerstone met these challenges head-on by investing over \$100,000 in digital marketing, utilizing 3D technology and LoopNet Platinum listing services to maximize visibility. BellCornerstone's telecommunications team made 3,599 phone calls, which generated 34 solid leads and multiple offers. This process was essential in creating a competitive bidding environment, which would drive the purchase price. After negotiating all offers and selecting a buyer, BellCornerstone continued to facilitate the sale, working with the buyer and the county to gain approval for a critical zoning variance, ensuring the closing occurred as scheduled.

The Result:

In a time when there were more questions than answers, the BellCornerstone team pushed through the uncertainty and found the best solution for the client. In less than nine months, the property was sold for \$28 Million. The Naples Daily News was able to remain in place, while establishing a new and more efficient footprint in the building. This allowed them to maintain a consistent presence and location in the community, reduce operating expenses, and shift the burden of building ownership and management to the new owners.



Remedy Medical

Columbus, OH | Kalamazoo, MI | Decatur, IL

Size: 108,685 SF | Service: Property Disposition

The Remedy to Four Difficult Medical Properties

Remedy Medical is the largest owner of healthcare properties in the United States, with over 600 locations. With existing broker relationships nationwide, Remedy Medical turned to Ten-X for a solution in selling four difficult properties. All four properties had significant obstacles. These significant obstacles scared buyers and brokers alike, which is why Ten-X and Remedy Medical partnered with BellCornerstone.



Obstacles to Overcome:

- ✓ 2 Properties Vacant
- ✓ 2 Properties With Expiring Leases
- ✓ Ground and Air Rights Leases
- ✓ Extensive Restrictive Covenants
- ✓ Right of First Refusal Provisions
- ✓ Right of First Offer Provisions
- ✓ All Properties Cash-flow Negative

BELLCORNERSTONE
Commercial Real Estate

The BellCornerstone Approach:

BellCornerstone began the approach by producing four custom 26-page offering memorandums and 672 custom direct mail postcards that were sent to target buyers in each market. Additionally, customized auction banners with QR codes were created and installed at each property. BellCornerstone then coordinated twelve open houses with local brokers, to create a sense of urgency and excitement around the properties. Parallel to these efforts, BellCornerstone's marketing team dispatched multiple LoopNet CDX blasts and social media releases, while the telecommunications team made over 700 outbound calls and sent more than 1,100 emails to prospective buyers.

The Result:

With a methodical and complete approach, the BellCornerstone team attracted 243 bidders to the auction site. Each of these bidders were individually qualified, and 30 of them registered. This created a competitive bidding environment, ultimately driving multiple offers for each property. One of the properties would go on to sell for 3x the reserve price!



Knox News: Knoxville, TN

Size: 188,139 SF | Service: Sale-Leaseback

Sale-Leaseback Turns into a Win-Win-Win

Gannett, a long-time portfolio client of BellCornerstone, engaged the team to package and sell four large printing/distribution facilities in Jackson, Mississippi; Fayetteville, North Carolina; Providence, Rhode Island; and Knoxville, Tennessee. The complexity of this request was Gannett's need to lease back specific portions of production space in each building, while giving up significant portions of office space.

This offering included two requirements: a long-term leaseback that would allow Knoxville News to continue production of its 136-year-old newspaper and a reduction of its occupancy footprint by approximately 75,000 SF.



“This is an ideal relationship for everyone. [The Buyer] gets a great location to expand his rapidly growing, locally based businesses, Knox News locks in a long-term deal for its production and office needs, and other businesses get an opportunity to lease in a location with tremendous access to downtown, the airport and the interstate system. **”**



Joel Christopher
Executive Editor
Knoxville News Sentinel

The BellCornerstone Approach:

Through the early marketing stages, BellCornerstone uncovered significant interest in the Knoxville building from investors, but more importantly from prospective end users in the local market. As a result, BellCornerstone recommended that Gannett pivot strategies and sell the property as a stand-alone location. BellCornerstone immediately began targeted outbound phone calls to the local market's top employers and potential end users. These efforts generated fifteen interested local buyers in addition to the national investors who were interested in the initial four-property portfolio. With newly identified end users, BellCornerstone created a competitive bidding environment and secured multiple offers for the Knoxville News Sentinel Building.

The Result:

BellCornerstone negotiated with several prospective buyers to achieve the maximum sale price and the best possible leaseback terms for Gannett and the Knoxville News Sentinel. The deal closed 61 days from the start of negotiations, resulting in the sale of the building for \$8.5 Million and a 10-year leaseback, which included a no-cost termination option and two 5-year renewals. This leaseback was critical for the Knoxville News Sentinel because it secured the newspaper's future in the local community while allowing the new local Buyer the opportunity to grow his workforce and thrive in the Knoxville market. This sale-leaseback also resulted in Gannett being able to monetize a significant asset while dramatically reducing annual operating expenses.



Wegmans: Natick, MA

Size: 45,000 SF

Service: Property Disposition

Technology and Tenacity Solved an Expensive Problem for Wegmans

Wegmans hired BellCornerstone to help lease 45,000 SF of unused space in their Natick, MA location. The difficulty this requirement presented was the layout of the space itself. Located on the third floor of a shopping mall (former JC Penney), the space was only accessible through Wegmans and it had no exterior windows. Furthermore, Wegmans was intent on finding a complimentary use of the space with minimum build-out to limit disruption to the grocery store's operations. In order to find a tenant for such a challenging space, the BellCornerstone team had to develop a creative approach to not only get the space in front of prospective tenants, but also cast the vision for what the space could be.



The BellCornerstone Approach:

The first step was to capture a 3D rendering of the space which allowed us to market the opportunity electronically to thousands of companies in our database. Next, all emails were followed up with a telecommunications campaign whereby 1800+ telephone calls were placed into the greater Boston market to generate visibility and hype about the opportunity to co-tenant with Wegmans. The culmination of these efforts was a 2-day onsite tour and luncheon attended by 35 companies, commercial real estate firms, and local government officials. This invite-only event created much visibility, collaboration, and ideas for potential use.

The Result:

As a direct result of the multilevel BellCornerstone approach, and within just 60 days of being hired, BellCornerstone found several interested prospective tenants and within 90 days after being hired, BellCornerstone had received a Letter of Intent, resulting in a signed Lease for the entire 45,000 SF.



K&N Foods: Fulton, NY

Size: 123,042 SF

Service: Property Disposition

Finding the Perfect New Use for the Former Birds Eye Frozen Food Facility

K&N Foods hired BellCornerstone to help sell or lease their 123,042 SF frozen storage facility. This requirement was extremely difficult considering its location in Fulton, NY, which is more than thirty miles from I-90 and the nearest city - Syracuse, NY.



The BellCornerstone Approach:

BellCornerstone's in-house team of real estate experts launched a highly organized digital marketing and telecommunications campaign targeting all potential end-users for the available space, including local, regional, and national end-users and investors.

At the same time, BellCornerstone captured a 3D rendering of the building to allow for immediate visibility to out-of-market companies. This technology enabled decision-makers to virtually tour this impressive facility. With this unique approach, BellCornerstone decreased the time on market, reached a wider audience and provided a 24/7 open house. Prospective buyers could tour the property at their convenience, saving time and money for all.

The Result:

In six months' time, the BellCornerstone team pushed through the difficulties of the location, made hundreds of outbound calls and sent thousands of emails to identify potential buyers. These activities resulted in BellCornerstone uncovering multiple interested parties. Within nine months of initiating our process, we located the perfect buyer, and the transaction was negotiated at a price nearly \$2,000,000 more than the estimated market value.

Your Savings is OUR Success

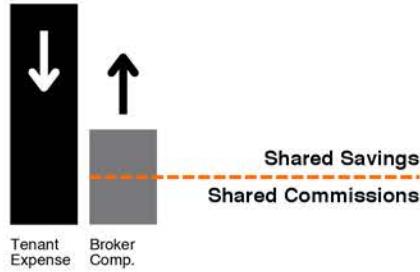
Our Clients Save an Average of **18.3% on
Their Real Estate Occupancy Costs.**

Our Compensation is Aligned with Your Savings

BellCornerstone bases compensation on the value we create, and we share commissions and savings with you. Our Team of Salaried Specialists are not tied to commission and therefore only represent your interests in negotiations. The BellCornerstone Success Sharing Model aligns our interests with yours so that your needs become our motivation. Business performs better when the goals and rewards of all parties involved are in balance.

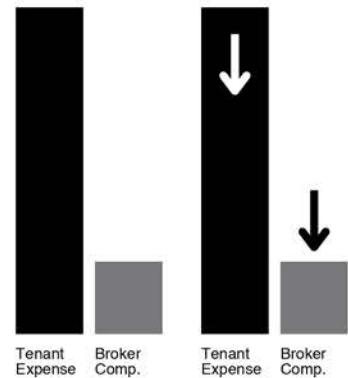
BellCornerstone Success Sharing Model

By tying our compensation to how much you **SAVE** versus how much you **SPEND**, we stay focused on what matters most—reducing your total occupancy costs.



Incentives Drive Behavior

In the typical broker model, as your expenses go down, so does the broker's compensation. This misalignment creates little financial incentive for them to reduce the total cost of your transaction.



Is Your Broker Really on Your Side?

If your broker **MAKES MORE** when you **SPEND MORE**, what is their incentive for you to spend less?



What Would 18.3% Savings be to YOUR Bottom Line?



BellCornerstone has the Highest Retention Rate in the Industry

We believe you deserve a partner whose interests are aligned with yours; an advocate who shares your goals, your objectives, and your vision; a champion that fights for your ideals—your ideal location, your ideal terms, your ideal amenities, and your ideal savings; an honest advisor with expertise and insight into your market; an innovator, who blows your mind with new ways of thinking.

By providing complete transparency and tying our compensation to our performance, BellCornerstone has perhaps the highest client retention rate in the commercial real estate industry.

It's **No** Comparison

INDUSTRY AVERAGE REHIRE RATE

17%

VS **83%**

BELLCORNERSTONE REHIRE RATE

4 TOP REASONS BellCornerstone Delivers as Your Tenant Representative

1 Expert Negotiator

BellCornerstone navigates lease provisions, options, and timelines to protect your interests.

→ **Result: Bell Saves Client \$300,000+ Over 4 Years**

Client Success Story, pg. 35

2 Experienced Partner

BellCornerstone guides you through every step with strategic, experienced support.

→ **Result: Client Saves \$2.4M with Option to Purchase the Building for \$1**

Client Success Story, pg. 36

3 Market Knowledge

BellCornerstone brings critical market insight to dramatically improve your deal.

→ **Result: Client Saves \$7.9M**

Client Success Story, pg. 37

4 Off-Market Options

BellCornerstone uncovers opportunities others miss—including hidden off-market deals.

→ **Result: The Castle Delivered for TCGplayer**

Client Success Story, pg. 41

The Power of Starting Early

Time is Your Single Greatest Negotiating Tool. Don't Wait!

Engaging BellCornerstone early—long before your lease is up—gives you the power to shape your outcome, not settle for it. The more time we have, the more leverage we can create. With early strategy, we uncover hidden opportunities, avoid deadline-driven pressure, and drive greater savings across every stage of the negotiation. Whether you're planning to renew, relocate, or right-size, starting early means you maximize options.



TIME = LEVERAGE

The earlier you start, the stronger your position.



STRATEGY = OPTIONS

More time means more paths to the right solution.



SAVINGS = SUCCESS

Smart timing leads to meaningful financial wins.

More Time = More Options = More Savings

The Power of Having Someone in Your Corner

You Could...

- ✗ Figure it Out Alone
- ✗ Use the Landlord's Broker
- ✗ Pay Your Broker Based on What You Spend

You Should...

- ✓ Have an Experienced Professional by Your Side
- ✓ Have an Industry Leader in Tenant Representation Services
- ✓ Pay Your Broker Based on What You Save





Ernstrom & Dreste Rochester, NY

Size: 6,300 SF

Service: Tenant Representation



From the suburbs to a high-rise building in downtown Rochester, with a savings over \$300,000 in four years.

Ernstrom & Dreste (E&D) specializes in construction and surety law. The firm has offices in New York City and Rochester, New York, and serves clients throughout the country. The firm has been listed on Super Lawyers, Martindale, and as one of the Best Law Firms on U.S. News.

Since E&D works on a lot of commercial matters, it was important for them to be within close reach of their clients in Rochester similar to their Madison Avenue location in New York City. E&D initially hired BellCornerstone to do a lease audit because their CAM (common area maintenance) expenses had significantly increased. BellCornerstone found overcharges and learned that the building's management would maintain those raised charges, which would hurt the firm's bottom line, especially since they were only using half of the designated 10,620 SF leased space.

The BellCornerstone Approach:

BellCornerstone understood that the current space was not fit to properly meet E&D's needs so BellCornerstone first found a subtenant to lease out the entire space for the three remaining years left on the current lease agreement. In addition, BellCornerstone found E&D a modern suite in downtown Rochester suitable for their business needs and near many quality eateries.

The Result:

E&D moved from the suburbs to a high-rise building in downtown Rochester. Their new lease deal includes a termination option, six months of free rent and savings of \$300,000+ over four years.



SRC, Inc. Syracuse, NY

Size: 101,000 SF

Service: Tenant Representation



Freed from a Constructive Lease and Saved \$2.4 Million in the Process

SRC had three years remaining on a thirty-year lease in a building that had grown functionally and mechanically obsolete. SRC is an independent, not-for-profit research and development company that develops solutions for the defense, environment, and intelligence industries. They had technically stringent requirements for their space. Changes in their industry and their company, along with advancements in technology, required SRC to look for a state-of-the art facility that could handle their potential for explosive growth while projecting the image of an innovative high-tech brand. SRC expressed an interest in owning their own building, however, corporate governance required that they lease as opposed to buy.

BellCornerstone was hired to find a space to project SRC's reputation for excellence, improve client accessibility, fulfill their need to periodically alter and adapt their space in addition to reducing their occupancy costs while maximizing the value of a twenty-year lease term.

The BellCornerstone Approach:

BellCornerstone performed a comprehensive market analysis and sent RFPs to a narrowed list of suitable properties in addition to involving their current landlord in negotiations.

The Result:

SRC's new facility met their rigorous technical requirements and created an inspiring environment for cultivating innovation. BellCornerstone structured a deal that allowed the occupying tenant to buy out their lease obligation while convincing the landlord to sell the property for less than the remaining mortgage balance. The local industrial development agency took the title, issued a non-taxable bond, and leased the facility to SRC for twenty years with the ability to buy the facility for \$1.00 once the bond matured. Over the course of the process, BellCornerstone saved SRC more than \$2,462,000.

TENANT REPRESENTATION



Herald-Tribune: Sarasota, FL

Size: 30,000 SF | Service: Tenant Representation

Over \$7 Million Saved for the Largest Newspaper in the World!

BellCornerstone was hired by GateHouse Media on behalf of the Sarasota Herald-Tribune. Herald-Tribune worked with local brokers to search for options in the market. Unable to find anything, they were about to sign a 15-year lease renewal with minimal tenant improvement allowance, no free rent, and no option to terminate.

The BellCornerstone Approach:

BellCornerstone conducted a legal review of the lease renewal and discovered unfavorable deal terms, lease language, and rent charges.

BellCornerstone launched an immediate telecommunications campaign to identify options that were not on the market. The campaign found three legitimate relocation options which created a competitive bidding environment.

The Result:

Herald-Tribune found a new home, executed a 10-year lease with both termination and renewal options, parking for all employees, over \$1 Million in tenant improvement allowance, and six months of free rent. The total deal savings were more than \$4.7 Million over the initial ten years, and approximately \$7.9 Million over fifteen years.



Steve McCauley

Facility Manager
GateHouse Media





Pharos: Rochester, NY

Size: 23,500 SF | Service: Tenant Representation

Floor-to-ceiling glass walls, 360° views, natural light, and plenty of green space... BellCornerstone checked every box!

Pharos is a cloud services and technology company specializing in print management software and solutions. Pharos enlisted Bell to help them find a new corporate office that was modern and open with natural light, breakout rooms and a collaborative layout. They wanted a space that projected their corporate identity while creating a welcoming environment to encourage employee engagement and enhance recruiting.



“The level of commitment that was made to create this unique technology campus experience, combined with a focus on employee wellness and community sustainability, is the perfect fit for Pharos as we further our development as a benefit corporation and solidify our foundation for growth. **”**



Kevin Pickhardt

CEO, Pharos

The BellCornerstone Approach:

Bell surveyed the greater Rochester market and identified options that could compliment Pharos' vision. Bell worked in close partnership with the entire workforce at Pharos, inviting them on site for tours and open houses, soliciting feedback, and fostering employee-wide engagement and corporate excitement.

The Result:

Pharos' new headquarters are located in the beautiful Riverwood Technology Campus. With floor-to-ceiling glass walls, 360° views, natural light and plenty of green space, Bell checked every box. Bell found an adaptive space that was modern, unique and could advance brand identity and recruiting efforts at Pharos.





TCGplayer: Syracuse, NY

Size: 41,000 SF | Service: Tenant Representation

Fast growing & unique company that needed to meet the real estate demands of the people who work there!

TCGplayer is an online technology platform for the collectibles industry. They have revolutionized the collectibles marketplace by connecting thousands of buyers and sellers from around the world. TCGplayer enlisted BellCornerstone to help solve for a very unique commercial real estate requirement. They wanted the space to have a “wow” factor that would be attractive for recruiting millennials, located in downtown Syracuse and they wanted it to look like a castle!



“ BellCornerstone's knowledge of the market and thorough analysis of our options, along with their expertise and guidance, enabled us to achieve all of our goals. They found us a property that wasn't officially on the market in a building where space was not initially vacant. The cost-benefit analysis that BellCornerstone's unique approach provided to our company was tremendously valuable. As a result of BellCornerstone's work, we were able to commit more of our time and resources to growing our business and brand. ”

Rod Mayette
VP of Finance, TCGplayer

The BellCornerstone Approach:

BellCornerstone launched an extensive telecommunications campaign to identify options that were not officially on the market. As a direct result of this campaign, BellCornerstone was able to identify a unique option that was able to accommodate TCGplayer's desire to have a dynamic and modular space that can adapt to fit their ongoing needs.

The Result:

TCGplayer's new state-of-the-art headquarters in Syracuse is in a building that was never officially listed on the market. Their space is the most modern, open and collaborative workspace in the area. And they even got their castle!





TRUST THE BEDROCK OF RELATIONSHIPS

The Bedrock of Relationships

Written by Brian Rossi
Chief Operating Officer, BellCornerstone

The Role of Transparency, Communication, and Ethics in Real Estate Success

In the bustling landscape of business, where transactions often move at lightning speed and competition is fierce, one essential element stands out as the “cornerstone” of success: TRUST. At the heart of every successful enterprise lies a foundation of trust, meticulously cultivated over time, one relationship at a time, one opportunity at a time, and one client at a time. As a whole, the commercial real estate industry suffers from an endemic trust deficit. Among the many reasons, three themes stand out:

- **Lack of Transparency**
- **Inadequate Communication**
- **Questionable Tactics**

“Bell has earned my total trust across real estate transactions nationwide”

“I have worked with BellCornerstone on many projects since first meeting them in 2013. In those 10 plus years they have earned my total trust in assisting me with various real estate transactions across the country in many different markets. I came to think of them as my in-house real estate partner as we worked together to find space to lease, lease out existing space to third parties, repurpose space to maximize rental income or save expense, sell buildings and many other building and real estate related transactions.”

- Pat Dorsey, Publisher, New Mexican, Santa Fe

Lack of Transparency

Transparency issues arise from a lack of clarity or openness in transactions, terms and information sharing. This can include unclear pricing structures, undisclosed conflicts of interest or opaque decision-making processes. When stakeholders feel they are not fully informed or cannot access necessary information, trust erodes. Transparency helps build trust by providing clarity and assurance to all parties involved.

BellCornerstone has been and continues to be, an outstanding partner for my clients and me. BellCornerstone is a no-nonsense, down-to-earth firm with a unique understanding of the commercial real estate market especially as it relates to the newspaper industry. Bell works only for its client in a specific market and does not represent competing interests. Our relationship over the past four years has been very mutually beneficial.

*- John Mathew, President
Namekagon Newspaper Services
(Formerly Wick & Boone Newspapers)*

Inadequate Communication

Effective communication is essential for building trust in any industry. In commercial real estate, inadequate communication between key parties — such as developers, landlords, tenants and investors — can lead to misunderstandings, missed opportunities and disputes. Clear, timely and consistent communication helps manage expectations, address concerns and build rapport among parties. Without it, trust can easily break down.

We've 'right-sized' several of our operations into smaller buildings and sold old press plants. BellCornerstone has been a pleasure to work with: straightforward, responsive, creative and successful. We've worked with other firms, but the BellCornerstone team is the absolute best in keeping us up to date on all aspects of the process.

They're also fun to work with!

- Jon K. Rust, President, Rust Communications

Questionable Tactics

Tactics, such as manipulation of information and pressure-induced decision-making, can undermine trust. When people feel pressured into making decisions or perceive unethical behavior, it erodes confidence. Trust is built on mutual respect, honesty and fairness — not on coercion or manipulation. Ethical conduct and respectful negotiation are essential for maintaining trust and fostering long-term relationships.

"Bell's strategic approach and market analysis brought serious buyers to the table."

"BellCornerstone is uniquely positioned to assess, market and sell under-utilized facilities. Their strategic approach and market analysis ensured that our property received maximum exposure and attracted serious interest. Such was the case with our Pendleton property which Bell sold at full value in less than 120 days. Brian and Aidan offered invaluable advice that guided us through the complexities of the real estate transaction. Their expertise was evident in their ability to navigate negotiations, legal considerations and logistical challenges with ease."

- Heidi Wright, CEO, EO Media Group

At BellCornerstone, we understand that trust is invaluable. It's earned not just through words, but through actions. We pride ourselves on a track record of delivering on promises and exceeding expectations. Our clients trust us because they know we stand by our commitments—no matter the circumstances. We recognize the importance of reliability, consistency, and dependability in building trust, and we strive to embody those qualities in everything we do.

"BellCornerstone should be everyone's first stop when making decisions about building inventory. Professional, knowledgeable and highly effective. Make the call."

- Leonard Woolsey, President, Southern Newspapers

In a world where trust is fleeting, BellCornerstone has worked tirelessly to maintain a sterling reputation as a trusted partner and advisor. Trust isn't just a buzzword for us—it's the guiding principle behind every decision, action, and interaction. We value the trust our clients place in us and are committed to upholding the highest standards of integrity, professionalism, and excellence. Looking ahead, we remain steadfast in our commitment to build and preserve trust—one relationship, one opportunity, and one client at a time.



**Scan for Brian's
bio and more
ways to connect**

**Connect with Brian Rossi
for a confidential, no-obligation conversation.**

"Partnering with the BellCornerstone team, led by Aidan Cleghorn and Brian Rossi, we developed a comprehensive plan to address our underutilized real estate. The execution of this plan, guided by their expertise and dedication, has allowed us to wipe out almost all of our debt and focus on what we do best, media operations, serving our communities with quality journalism and growing advertising. I would highly recommend setting up a call with BellCornerstone."

- JJ Tompkins, President, News Media Corporation

BRIAN D. ROSSI

Chief Operating Officer, BellCornerstone



315-935-3162



brossi@bellcornerstone.com

10 THINGS YOU'LL *about* BELL CORNERSTONE

- We Sell BIG Buildings. **FAST.**
- We're **EXCITED** to Work With You!
- We **LISTEN** to Our Clients
- We Drive **PROCESS, HUSTLE, EXECUTION**
- We Get **RESULTS**
- We Have Buyers & Investors **NATIONWIDE**
- We're **REALLY FUN** to Talk to!
- We **LOVE** to Serve
- We Serve 750+ **MARKETS** Across the **US & CANADA**
- We Send the **BEST SWAG**

Measurable Success. Proven Results.

Trusted by Industry Leaders Nationwide

ONE OF THE 1ST TENANT
REPRESENTATION FIRMS IN USA

REDUCTION IN THE TIME
TO COMPLETE DEALS

80%

750+
MARKETS

Serving All 50 States
and Canada

40+ YEARS IN
BUSINESS

*Helping Clients Navigate, Optimize, and Succeed in
Every Phase of Their Real Estate Journey*

83% CLIENT
RETENTION RATE

 CoStar™

POWERBROKER™ AWARD

FIVE CONSECUTIVE YEARS

CREXI 
PLATINUM BROKER
NATIONAL POWER BROKER



The Nation's Leader
in **NEWSPAPER**
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For more than 40 years, BellCornerstone has been providing commercial real estate services. From lease negotiations and tenant representation to portfolio management and asset disposition, BellCornerstone helps clients achieve their real estate goals in local markets throughout the country.

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