



Prudential

Prudential Kahler REALTORS®

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January 28, 2010

TO: City of Rapid City, South Dakota

RE: Request for proposals, real estate broker services

PROPERTY: Property east of Elk Vale Road and south of SD Hwy 44, commonly known as the Wally Byam property

To Whom It May Concern:

My name is Sandra Runde. I have been in the field of commercial real estate since 1976. I am a commercial real estate broker at Prudential Kahler REALTORS®. I hold two special commercial real estate designations, i.e. Certified Commercial Investment Member (CCIM) and Society of Industrial and Office REALTORS® (SIOR). Each designation has specific requirements in education, testing, tenure and volume. (For a complete list of my designations, accomplishments, and community activities, see the attached pages 2 through 4.)

Some of the larger commercial projects with which I have been involved are:

- Dan's Supermarket
- SoDak Gaming building
- Trout Haven
- Big Sky Motel
- Black Forest Inn
- Land for construction of large apartment complexes
- numerous office and warehouse buildings
- Built to suit tenants

I will market the subject property using a mixture of traditional and internet marketing services to provide the most exposure. Multiple national and local internet sites, mailings, and newspaper advertising top the list. See "marketing strategy" (pages 5 to 6 of attached) for the detailed list of activities.

My charge for the sale of the subject property will be a professional services fee of 6%, plus applicable sales tax, payable upon closing. One-half of this fee will be shared with the cooperating real estate broker that provides the buyer. This fee includes listing the property on the Black Hills Multiple Listing Service, as well as all the exposure presented in the marketing strategy.

Thank you for your consideration.

Sandra Runde, SIOR, CCIM

SKR/te
enclosures

about sandra runde

specialties

- ◇ *Commercial sales representation for both buyers and sellers*
- ◇ *Commercial leasing*
- ◇ *Property management*
- ◇ *Appraising commercial property*
- ◇ *Providing real estate training*

licenses and certifications

- ◇ *Society of Industrial and Office REALTORS® (SIOR)*
- ◇ *Certified Commercial Investment Member (CCIM) – designation earned through the Commercial Investment Real Estate Institute.*
- ◇ *State Certified General Appraiser – license issued by South Dakota Department of Commerce and Regulation*
- ◇ *South Dakota Real Estate Broker – license issued by South Dakota Real Estate Commission*
- ◇ *Certified Career Development Specialist (CCDS)– designation awarded through Prudential for training*
- ◇ *Certified Real Estate Brokerage Manager (CRB)– designation earned through Real Estate Brokerage Managers Council*
- ◇ *E-certified – designation earned through Prudential for her ability to use the Internet and Web in real estate services*

professional affiliations

- ◇ *Professional Appraisers Association of South Dakota*
- ◇ *National Association of Realtors*
- ◇ *Black Hills Board of Realtors*
- ◇ *South Dakota Association of Realtors*
- ◇ *MN/SD CCIM Chapter*



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educational background

- ◇ *Master of Business Administration, University of South Dakota, Vermillion, South Dakota*
 - ◇ *Additional undergraduate studies, Augustana Lutheran College School of Business, Sioux Falls, South Dakota*
 - ◇ *Bachelor of Science in Psychology, Northern Arizona University, Flagstaff, Arizona*
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bio

Sandra's career in the field of real estate started in 1976 in Sioux Falls, SD. As the assistant to the President of Commercial Real Estate, she was actively involved in syndication work, over all management of numerous franchise motels and peripheral involvement with all aspects of property management and commercial investment real estate.

In 1982 she undertook the fiduciary responsibilities of a multi-million dollar corporation. She was involved with the acquisition and disbursement of real estate in a five-state arena; she started the largest property management company in western South Dakota and held officer positions in three major corporations.

Sandra has an innate ability to learn quickly and absorb information rapidly. Her writing abilities, coupled with her superior oral skills, allow her to communicate easily with all types of individuals.

She holds an MBA from the University of South Dakota and a BS in Psychology from Northern Arizona University.



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professional education

Hundreds of hours of preliminary license education as well as all necessary continuing education required to maintain current licenses. Topics include, but are not limited to:

- ◇ *Methodology of syndication of real estate*
- ◇ *Analysis of office buildings*
- ◇ *Leasing shopping centers*
- ◇ *Real estate investment and taxation*
- ◇ *Regression analysis*
- ◇ *South Dakota license law*
- ◇ *Asbestos hazards*
- ◇ *Real estate contracts*
- ◇ *Real property valuation*
- ◇ *Capitalization analysis*
- ◇ *Replacement cost approach to valuation*

professional experience**1976- Present****All aspects of real estate**

Property management, real estate development, management of real estate partnerships, active involvement and participation in all stages of real estate ownership, including but not limited to the following:

- ◇ *Market surveys*
- ◇ *Appraisal analysis*
- ◇ *Appraisal for private corporate use*
- ◇ *Tax assessment appeal*
- ◇ *Site selection*
- ◇ *Construction supervision*
- ◇ *In-house valuations*
- ◇ *Replanning*
- ◇ *Rezoning*
- ◇ *Franchise Motel Management*

Additional responsibilities have included management of a multi-million dollar budget, financial planning, acquisition and sale of large real estate investments in numerous states, supervision of staff as well as fiduciary and overall responsibility to several businesses.

1997- Present***Commercial Broker for Prudential Kahler Realtors and Instructor for SD License Law***

Duties in this capacity entail representing buyers, sellers, landlords and tenants. Investors are an integral part of the commercial real estate field.

Instruction involves the training of newly licensed agents, on going training of experienced Realtors, interpretation of South Dakota license law as well as an ability to communicate in laymen's terms the bottom line of real estate regulations.

Other functions encompass continuing education training, weekly sales meetings, updates to the owners of the corporation as well as attendance at weekly corporate strategy meetings.

recent business/civic activities

- ◇ *Board Member, BH Board of Realtors*
- ◇ *President, Professional Appraiser's Association of South Dakota*
- ◇ *Committee Member, City/County School Cooperative Committee*
- ◇ *Co-Chairperson, Blue Ribbon Committee/County Commissioners*
- ◇ *Board of Directors, Rapid City Regional Hospital*
- ◇ *Adjunct Professor at the South Dakota School of Mines and Technology*
- ◇ *Chairperson, Big Brothers/Big Sisters*
- ◇ *Board Member, United Way*
- ◇ *Board of Governors, National College*
- ◇ *Member, Downtown Business Association*
- ◇ *President, Rental Owner's Association*
- ◇ *Chairperson, Economic Education Committee, Chamber of Commerce*
- ◇ *Board Member, Black Hills Area Council/Boy Scouts*
- ◇ *Member of the Rapid City Planning Commission*



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promotional strategy

The promotional plan will expose your commercial property to thousands of prospective buyers in Rapid City as well as the region. As your commercial sales specialist, Sandra will:

- ◇ *Review your current appraisal and provide a detailed pricing analysis*
- ◇ *Develop a professional brochure that includes pictures, financial information and answers to most buyers' questions about your property*
- ◇ *Prepare a fact sheet basic information for use in mailings, hand-outs, and faxes*
- ◇ *Promote your listing to Realtors and the Multiple Listing Service, which makes your property known to over 300 local agents via computer access*
- ◇ *Put "for sale" signs on your property, if desired*
- ◇ *Market your commercial property on the Internet (see page 2)*
- ◇ *Include your commercial property in a quarterly newsletter that is sent to commercial brokers, investors, bankers, and other professionals*
- ◇ *Advertise your commercial property regularly in the Rapid City Journal*
- ◇ *Send mailings to an established client list of buyers interested in properties in your price range – these are people who have recently contacted us for information about properties such as yours.*



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Internet marketing

The importance of marketing your property on the internet is without question in today's society. Buyers begin their looking process online. As your commercial sales specialist, Sandra will market your property on the following sites:

- ◇ *Loopnet.com – the “realtor.com” of the commercial world, providing nationwide exposure to real estate professionals, investors, lenders, and buyers. Multiple pictures and property information brochures are uploaded to the site. Both SIOR and CCIM organizations use this website.*
- ◇ *Commercialsource.com – the commercial real estate listing site of the National Association of REALTORS®, linking to the commercial side of realtor.com.*
- ◇ *Costar.com – a newer listing website that verifies the building information and rivals loopnet.com.*
- ◇ *Cimls.com – Commercial Investment Multiple Listing Service.*
- ◇ *RapidCityCommercial.com – a public portal for buyers to access information and brochures of all listings. This website is listed on all marketing information, flyers, and advertisements.*
- ◇ *Kahlerinc.com – Prudential Kahler REALTORS® company website.*
- ◇ *bhmls.com – the website of the Black Hills Multiple Listing Service*



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