

August Marketing Report | WOWSC 7 Acre Spicewood Airport Property

the WOWSC +/- 7-Acre Spicewood Airport Land Listing Assignment was awarded to Currin Van Eman of Capella Commercial Real Estate Brokerage with Listing Agreement approved by WOWSC Legal Counsel and signed by the WOWSC Board of Directors and became Active, as of the beginning of August 2024.

Although WOWSC had a Draft Survey/Plat of the property from 2018, It was not a “completed-final” survey and it didn’t encompass each of the individual parcels into the survey bounds, that are being sold. So WOWSC reengaged Willis Sherman Surveyors to Update the Survey will all parcels shown, locate existing and draw new easements and mark the property boundaries and corners. The new Final Survey should be available soon.

Marketing, Brochures (*attached*), Advertising, Signage, and Email Marketing efforts began immediately and are in full swing. The following outlines the marketing efforts launched to date:

Website & Commercial Listing Platforms:

LoopNet & CoStar - The Listing has been placed on LoopNet/CoStar – Link here: <https://www.loopnet.com/Listing/111-Piper-Lane-Piper-Lane-Spicewood-TX/32693868/>. LoopNet/CoStar is a membership based commercial real estate listing and property data service used by most Commercial Real Estate Brokers, which is a very expensive platform. And through LoopNet platform crossover, the listing will also be displayed on **CREXI website**, also an up and coming, Commercial Real Estate Marketing website.

Barnstormers.com - A paid Ad has been placed on the barnstormers.com website – Link here: <https://www.barnstormers.com/classified-1924668+--7-Acres-SPICEWOOD-AIRPORT.html>

Capella Commercial Company website - The listing has also been placed live on our company website – Link here: <https://capellatx.com/>

Signage:

(2) – 4’x8’ Custom Signs have been produced and placed onsite: One 4’x8’ vertical sign will be placed in the 50’ wide (Piper Ln.) Taxi Access Easement area (next to Earnest Hangar), visible to the Fuel Station, and the second 4’x8’ Horizontal sign is placed in the approximate center of the WOWSC site, along its boundary line with the H-Tracts and visible from Piper Lane traffic.

Direct Email Blasts Marketing:

CoStar/LoopNet CDX Exchange - Since Marketing went live in early August, regular Monthly Email Blasts of the listing have gone out to 1,000+ Commercial Real Estate Brokers & Developers in the Central Texas area, via the LoopNet/CoStar CDX Mail Exchange platform.

CIB List.Net - Also, regular Email Marketing Blasts are going out to Commercial Real Estate Investment Brokers, throughout the state of Texas, via the Cib List.net List Server Platform.

CBRE Aviation Properties Group - The Email Marketing will also be directed to the, CBRE Aviation Properties Group, which is a team of International Commercial Real Estate Brokers at CBRE that focus on clients requiring Aviation Properties. The listing will also be placed in other Aircraft/Airport Related websites and publications, as needed.

Initial Results:

Initial Marketing efforts and Advertising Launch have resulted in approximately 15 direct Inquiries, emails and voice calls. The majority of the prospects were inquiring about the Asking Price, the Piper Ln. Easement and width of the easement, requesting the Survey, availability of Utilities (yes water & sewer & elec), Restrictions, and if development of Uses, other than Airport related were permitted (yes). We have been quoting an Asking Price of \$1,750,000.00 or approximately \$6.00 Per Square Foot. And as many of you know, the Taxi-Way Access Easement from Piper Ln., is 50’ wide, from Piper to the WOWSC tract boundary line. I plan to provide monthly marketing reports moving forward.