

[Sender Name]
[Sender Title]
[Company Name]
[Phone Number]
[Email Address]

[Date]

[Recipient Name]
[Recipient Title]
[Company Name]
[Recipient Address]

RE: Strategic Advisory Services for [Property Address/Portfolio Name]

Dear [Recipient Name],

I am writing to provide a formal market update and strategic advisory overview regarding your industrial property assets. As the industrial sector continues to evolve with shifts in logistics, e-commerce, and manufacturing trends, we have identified several opportunities to optimize the value of your holdings.

Based on our recent analysis of the [Local Market Name] market, we wish to highlight the following key performance indicators:

- Current Market Vacancy Rates: [Percentage]%
- Average Net Asking Rents: \$[Amount] per sq. ft.
- Recent Comparable Sales: [Brief Description]

Our advisory team has performed a preliminary review of your property at [Property Address]. We believe there is significant potential to improve your position through:

- [Option 1: e.g., Lease restructuring and tenant retention strategies]
- [Option 2: e.g., Capital improvements to meet modern ESG requirements]
- [Option 3: e.g., Exploring a Sale-Leaseback transition to unlock equity]

We would welcome the opportunity to present a comprehensive Broker Opinion of Value (BOV) and a detailed asset management plan tailored to your specific investment objectives.

I will follow up with your office next week to schedule a brief introductory call. In the meantime, please feel free to contact me directly if you have any immediate questions.

Sincerely,

[Signature]

[Sender Name]