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Proposal for Real Estate Consulting Services:

Willow Springs Property Marketing and Valuation Services

Lyons Township High School District 204

Prepared By:

Moses Hall, CCIM

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1 | Letter of Transmittal

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Submitted by: MoHall Commercial & Urban Development
Contact: Moses E. Hall, CCIM, Founder & Managing Broker
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Phone: (312) 826-9925

Re: RFP for Real Estate Consulting Services – Willow Springs Property

November 20, 2025

Dr. Brian Waterman
Superintendent, Lyons Township High School District 204
100 S. Brainard Avenue,
La Grange, IL 60525

Dear Dr. Waterman and Members of the Board:

MoHall Commercial & Urban Development is honored to submit this proposal to serve as your real estate consultant for the marketing and valuation of the District's 71-acre Willow Springs property. We understand this is not merely a real estate transaction—it represents a strategic decision that will impact District resources, community interests, and the educational mission you serve for generations to come.

Why MoHall is Your Strategic Partner:

The District requires more than a traditional broker—you need a strategic advisor with the analytical rigor of a national firm, the responsiveness of a local partner, and specialized experience positioning large, complex land parcels in challenging markets. MoHall delivers all three.

Our firm has successfully solved complex land disposition challenges for public entities, most notably our ongoing partnership with the South Suburban Land Bank and Development Authority, where we have developed and executed disposition strategies for their extensive land inventory across 30 municipalities. This work has required the exact skill set your project demands: independent valuation of properties with complex zoning, creative marketing to identify qualified buyers, and patient advisory services that respect public-sector transparency requirements and community sensitivities.

As a Certified Commercial Investment Member (CCIM) and active leader in the Urban Land Institute, International Council of Shopping Centers (ICSC), and Chicago Association of REALTORS®, I bring national industry connections and market intelligence that rivals any national firm—combined with the dedicated, hands on service that only an independent consultant can provide.

Our proposed approach leverages cutting edge market analytics, national marketing reach through institutional grade platforms, and a fixed-fee structure that ensures our interests remain fully aligned with maximizing value for District 204.

This proposal outlines our qualifications, proven methodology, and transparent fee structure. We would welcome the opportunity to discuss how our experience positioning complex land assets can deliver exceptional results for the District.

Respectfully submitted,

Moses E. Hall, CCIM
Founder & Managing Broker
MoHall Commercial & Urban Development

2 Executive Summary

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Our Firm Offers

- Comprehensive valuation expertise
- Robust marketing capabilities
- Public-sector experience and stakeholder engagement
- Transparent, fixed-fee advisory services

Lyons Township High School District 204 ("the District") is exploring the sale of its long-held Willow Springs property, a roughly 71-acre parcel located near 79th Street and Willow Springs Road in the Village of Willow Springs, Illinois. The District's RFP calls for a licensed broker to (1) provide an independent market valuation, (2) design and execute a professional marketing plan, and (3) advise the Board throughout the sale process. The District explicitly notes that this is not a listing commission—the consultant must act as an unbiased advisor.

MoHall Commercial & Urban Development understands the significance of this assignment. We are a Chicago-based commercial brokerage and advisory firm founded in 2018. Our managing broker, Moses E. Hall, is a Certified Commercial Investment Member (CCIM) with more than twelve years' experience in acquisitions, dispositions, leasing, and asset management across retail, office, medical, and mixed-use portfolios. He has spearheaded over $120 million in transactions, directed ground-up developments and adaptive reuse projects, and negotiated complex deals for both public and private clients. Mr. Hall's leadership roles in industry organizations such as the Chicago Association of REALTORS®, CCIM Illinois Chapter, and Urban Land Institute illustrate his commitment to professional excellence and community engagement

Our Firm Offers

- Comprehensive valuation expertise. Mr. Hall's CCIM training equips us to perform rigorous market and financial analysis. Our valuation will account for zoning constraints, comparable land sales, highest-and-best-use scenarios, and potential subdivision strategies. We draw on proprietary data and subscription services, including MLS, CoStar, LoopNet, Crexi, and Brevitas, to compile and analyze comparable land transactions.
- Robust marketing capabilities. MoHall maintains professional subscriptions to all major commercial listing platforms, enabling national exposure. We will craft a marketing campaign that combines digital listings, targeted outreach to qualified developers and investors, and professionally designed offering materials to present the property's attributes.
- Public-sector experience and stakeholder engagement. We have worked with municipalities, land banks, and community organizations to reposition underutilized properties and coordinate public-private partnerships. Mr. Hall's projects include into a mixed-use destination and an urban revitalization initiative aligning commercial development with community needs.
- Transparent, fixed-fee advisory services. Because the District prohibits commission-based compensation, we propose a flat consulting fee aligned with market rates for senior real estate consultants. Our fee ensures that our interests remain fully aligned with the District's objectives.

By choosing MoHall, the District will gain a dedicated partner with local market knowledge, national marketing reach, and proven ability to navigate complex real estate transactions. Our goal is to deliver an objective valuation, comprehensive marketing plan, and hands-on guidance that culminate in a successful sale process aligned with Board policy and Illinois law.

3 Brokerage/Team Information

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Firm Overview

MoHall Commercial & Urban Development (MoHall) is a full-service commercial real estate brokerage and advisory firm headquartered in Chicago. We specialize in asset disposition, acquisitions, leasing, and development consulting for public and private clients. Key characteristics of our firm include:

Experience and Transaction Volume: MoHall has directed and managed over $120 million in commercial real estate transactions, including land sales, mixed-use developments, retail centers, office buildings, and adaptive reuse projects. This experience spans acquisitions, dispositions, and leasing across owner-occupied and investor-owned portfolios.

Leadership & Designations: Founder Moses E. Hall holds the CCIM designation, which reflects advanced training in market analysis, investment modeling, and ethical real estate practice. He is also a licensed Illinois real estate managing broker, a Receivership Institute Specialist, and holds specialized certificates in commercial leasing and property management.

Reputation & Community Engagement: Mr. Hall is an award-winning industry leader recognized for revitalizing underperforming properties and creating community-oriented developments. He serves on the Boards of Directors for the CCIM Illinois Chapter and the Chicago Association of REALTORS. He had chaired the NAR Commercial Economic Issues & Trends Forum and the Illinois REALTORS Global Business Council.

Diversity & Inclusion: As a minority-owned firm, MoHall is committed to advancing diversity in the real estate industry and ensuring equitable development. We collaborate with local communities and stakeholders to align projects with broader social and economic goals.

Moses E. Hall, CCIM

Founder & Managing Broker

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Project Principal and Single Point of Contact

Qualifications:

Experience:

- 12+ years in commercial real estate acquisitions, dispositions, leasing, and development
- $120+ million in completed transactions across all major asset classes
- Licensed Illinois Managing Broker (highest license tier)
- Ground-up development and large scale redevelopment project leadership

Specialised Credentials:

- CCIM (Certified Commercial Investment Member): Elite designation held by <6% of commercial practitioners; requires completion of 200+ hours of advanced coursework in financial analysis, market analysis, investment analysis, and ethics
- Receivership Institute Specialist: Specialised training in court appointed property management and asset disposition
- Commercial Leasing & Property Management Certificates: Formal training in asset management disciplines

Industry Leadership Positions

Current:

- Board of Directors – CCIM Illinois Chapter
- Board of Directors – Chicago Association of REALTORS®
- Chair – Commercial Forum, Chicago Association of REALTORS®
- Member – Urban Land Institute (Diversity, Equity & Inclusion Committee)
- Government Relations Committee – International Council of Shopping Centers
- Member – Asian American Hotel Owners Association

Past Leadership:

- Chair – NAR Commercial Economic Issues & Trends Forum (2020-2021)
- Chair – Illinois REALTORS® Global Business Council (2019-2020)
- Board of Directors– National Association of REALTORS® (2019-2021)

These Positions Provide:

1. Regular interaction with development executives and site selection professionals
2. Access to proprietary market research and transaction databases
3. Speaking platforms at industry conferences attended by buyers
4. Credibility and trust with institutional decision-makers

Relevant Project Experience:

South Suburban Land Bank & Development Authority (2022-Present)
Role: Strategic Disposition Consultant

- Retained to develop comprehensive marketing and disposition strategies for land bank's inventory across 30 south suburban municipalities
- Created valuation frameworks accounting for market conditions, comparable sales, development feasibility, and community objectives
- Advised on minimum pricing, bid structures, and timing strategies
- Work directly parallels District 204's assignment: independent analysis, strategic marketing, public sector compliance

1900 E New York St, Aurora, IL – Commercial/Industrial Land Listing (Current)
Role: Listing Broker

- Marketing a large scale commercial/industrial development site
- Executing a comprehensive campaign across CoStar, LoopNet, Crexi, MLS, and direct developer outreach
- Managing inquiry qualification, site tours, and due diligence coordination
- Demonstrates the capability to market substantial land parcels to regional and national audiences

Urban Revitalization Initiative – Underutilized Commercial Corridor (2018-2020)
Role: Development Consultant

- Partnered with municipal leadership to attract investment to a declining commercial district.
- Conducted highest and best use studies for key properties
- Recruited anchor tenants to catalyze redevelopment

MoHall Commercial & Urban Development is a full-service commercial real estate advisory and brokerage firm based in Chicago, specializing in complex asset disposition, strategic land positioning, and public-private partnerships. Since our founding in 2018, we have executed over $120 million in transactions across retail, office, industrial, mixed-use, and land asset classes.

PUBLIC SECTOR SPECIALIZATION

While most commercial brokerages serve exclusively private clients, MoHall has developed specialized expertise serving municipalities, land banks, and public authorities. We understand the unique requirements of public-sector real estate:

- Compliance with competitive bidding statutes and transparency requirements
- Balancing financial returns with community development objectives
- Managing stakeholder communication and public input processes
- Navigating political considerations and board governance structures

Strategic Advisory Focus

We approach assignments as consulting engagements, not transactional brokerage. Our work emphasizes:

- Data driven market analysis and valuation
- Strategic positioning and messaging
- Proactive buyer cultivation and relationship development
- Hands on guidance through complex decision making processes

Key Competencies for This Assignment

✓ **Valuation Expertise:** CCIM training in comparative market analysis, income capitalization, and highest and best use studies; experience valuing complex land parcels with zoning constraints

✓ **Marketing Excellence:** Active subscriptions to all major commercial platforms; proven ability to generate buyer interest for large land parcels; professional marketing collateral development

✓ **Public Sector Navigation:** Current engagement with government entity on land disposition; understanding of competitive bidding requirements, transparency obligations, and stakeholder dynamics

✓ **Strategic Guidance:** 12+ years advising clients on complex transactions; ability to translate market intelligence into actionable recommendations; skilled at facilitating board level decision making

✓ **Relationship Development:** Extensive network of developers, investors, and site selectors through ULI, ICSC, CCIM, and CAR platforms; reputation for integrity and professionalism

✓ **Communication:** Experienced in presenting to boards and elected officials; skilled at translating technical real estate concepts for non-specialist audiences; responsive and accessible

Support Team

While Mr. Hall will serve as primary contact and project principal, MoHall's in-house team provides:

- **Market Research Analysts**: Data compilation, comparable sales analysis, demographic research
- **Marketing Specialists:** Offering memorandum design, digital marketing, listing management
- **Transaction Coordinators:** Due diligence tracking, document management, closing coordination

Should specialized expertise be required (e.g., environmental consultants, surveyors, civil engineers), MoHall will engage and manage qualified professionals with District approval.

4 | Project Approach

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Our approach is structured around the three core service areas outlined in the RFP. We will treat the engagement as a collaborative partnership, ensuring clear communication and transparency throughout the process.

Valuation & Analysis

1. Independent Market Valuation

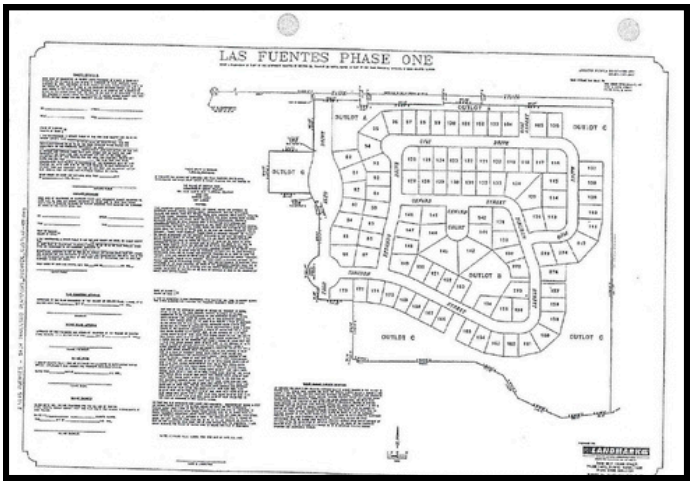
MoHall will prepare an independent Broker's Opinion of Value (BOV) for the Willow Springs property. This valuation will be based on:

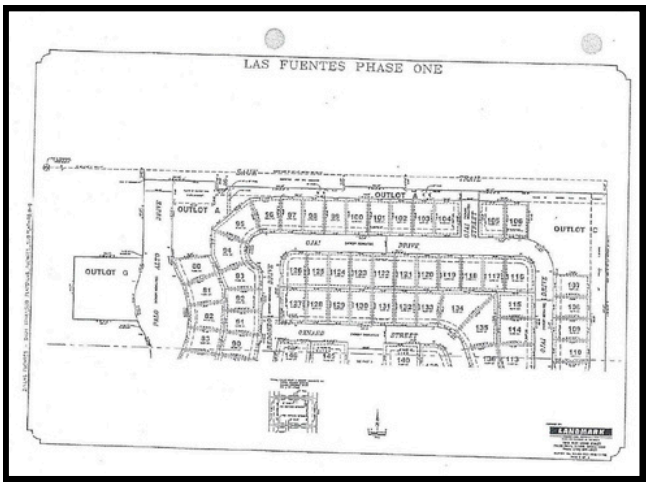
- Comparable sales analysis using data from MLS, CoStar, LoopNet, Crexi, and Brevitas to identify recent sales of large land parcels in the Chicago suburban market.
- Zoning and land-use analysis: the property is zoned North Willow Springs Road Corridor Planned Development District, which currently allows educational uses but may permit certain commercial or residential uses through planned development approval. We will analyze how existing zoning and potential rezoning impact value and marketability.
- Highest and best use scenarios: We will model various development scenarios, such as residential subdivisions, industrial parks, mixed-use developments, or commercial/retail projects, to determine which uses could generate the highest sale price.
- Market trends and economic indicators: We will evaluate regional growth patterns, infrastructure projects (e.g., proximity to I-294/I-55), comparable land absorption rates, and demographic trends.

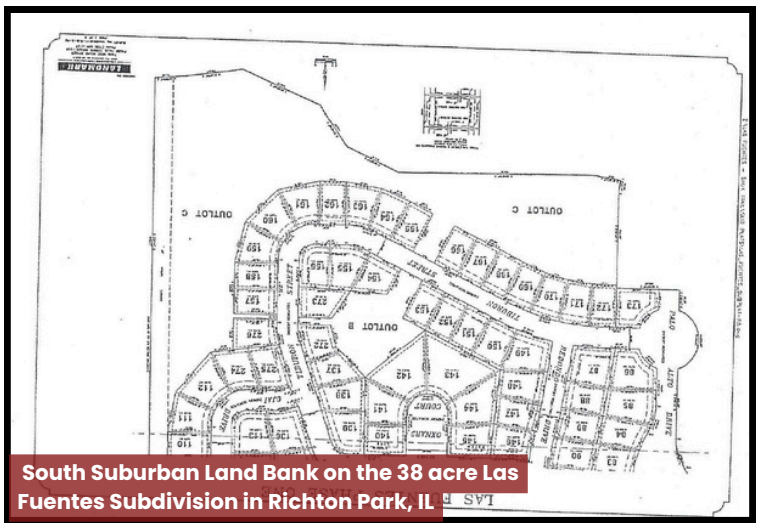
2. Identification of Value Drivers & Constraints

Our analysis will document factors that enhance or diminish value, such as:

- Infrastructure and access (road connectivity, utilities).
- Environmental or topographical conditions (floodplains, wetlands, slope).
- Adjacent development activity and future plans within Willow Springs and neighboring communities.
- Regulatory requirements, including Village of Willow Springs planning processes.







South Suburban Land Bank on the 38 acre Las Fuentes Subdivision in Richton Park, IL

3. Proceeds Optimization Strategies.

Based on the valuation findings, we will advise the Board on strategies to maximize sale proceeds, such as:

- Subdividing the parcel into smaller tracts to appeal to different buyer segments.
- Pursuing preliminary entitlements or zoning adjustments to unlock higher-value uses.
- Timing the bid process to align with favorable market cycles.
- Considering public-private partnerships or sale/leaseback structures to satisfy community goals.

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Marketing Plan

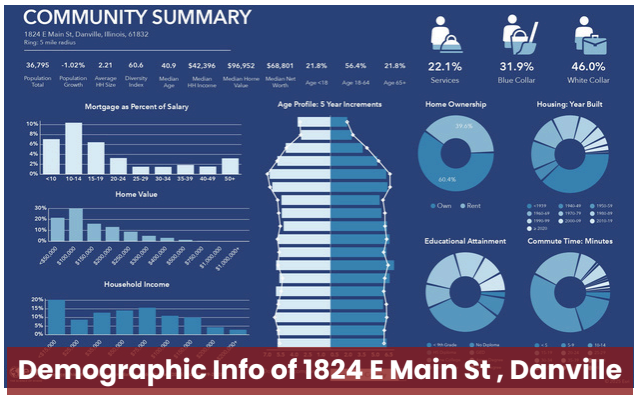
1. Strategic Outreach Campaign

We will craft a narrative positioning the property as a unique large-scale development opportunity in the Chicago southwest suburbs. Our campaign will leverage multiple channels:

- Commercial listing platforms: We will post the property on MLS, CoStar, LoopNet, Crexi, and Brevitas, ensuring exposure to thousands of active developers and investors nationwide.
- Targeted buyer outreach: We will compile a list of qualified prospects—including national homebuilders, industrial developers, senior housing operators, retail and mixed-use developers, and institutional land investors—and personally invite them to participate in the bid process.
- Industry networks: We will notify contacts through CCIM, NAIOP, Urban Land Institute, Chicago Association of REALTORS®, and other professional networks to broaden awareness.
- Digital and print collateral: Our team will produce a high-quality Offering Memorandum and fact sheets featuring property maps, aerial photographs, zoning information, demographic data, and conceptual site plans. Materials will adhere to District guidelines and emphasize transparency and accuracy.

2. Bid Process Compliance

We will ensure that marketing materials and communications clearly describe the sealed bid process mandated by Illinois School Code (105 ILCS 5/5-22) and any Board-approved terms. All interested parties will receive the same information, and we will coordinate Q&A through the District to maintain fairness and compliance.



Demographic Info of 1824 E Main St , Danville

3. Monitoring and Reporting

We will document all outreach efforts and market feedback. Regular status updates will be provided to District administrators and the Board, summarizing inquiries, level of interest, and market sentiment.

4. Community & Stakeholder Communication

If requested, MoHall will assist the District in preparing public notices, website content, or community presentations to ensure transparency and manage stakeholder expectations.

Advisory Services

Our advisory services will guide the District through every step of the sale process:

Legal and Procedural Compliance

Working with the Board and its legal counsel, we will help draft the Board resolution authorizing the sale, set the minimum price based on our valuation, and schedule required public notices. We will advise on documentation needed for the sealed bid process—such as bid forms, affidavits, and earnest money requirements—and help evaluate bids for completeness and compliance.

Timeline Management

We will prepare a project timeline consistent with the RFP's anticipated schedule (proposal review in late November/early December 2025, Board selection by December 15, 2025, and start of work in January 2026). The timeline will outline milestones for valuation delivery, marketing launch, bid submissions, bid opening, Board review, and closing. We will update the timeline as needed and provide reminders to ensure that no deadlines are missed.

Meetings and Presentations

Mr. Hall will attend meetings with District administration and the Board to present findings, discuss strategy, and answer questions. We will also facilitate site tours for serious buyers, coordinate due diligence requests, and assist with negotiations and closing logistics.

Documentation & Recordkeeping

Throughout the process, MoHall will maintain organized files of marketing materials, communications, and bid submissions. We will provide the District with copies of all documents for transparency and record retention.

5 Transparent Fixed-Fee Structure

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Our interests align completely with the District's: we succeed only by delivering maximum value through superior analysis and marketing. Our $45,000fixed fee ensures:

- Budget certainty for the District
- Compensation structure appropriate for consulting services vs. transactional brokerage

Based on the scope of work and anticipated hours (including valuation, market research, preparation of marketing materials, targeted outreach, bid coordination, and advisory meetings), MoHall proposes a fixed professional fee of $45,000 for the full duration of the project. This fee includes:

- Preparation of the independent valuation report and highest-and-best-use analysis.
- Development and execution of the marketing plan (listing on multiple platforms, design of offering memorandum, targeted outreach, and advertising costs).
- Advisory services through bid submission, evaluation, and closing, including participation in Board meetings.
- Routine expenses such as travel within the Chicago metropolitan area, printing of marketing materials, and data subscription costs.

Our Commitment

If selected, MoHall commits to:

✓ Deliver an independent, defensible Broker's Opinion of Value grounded in comparable sales data and highest and best use analysis.

✓ Execute a professional marketing campaign generating qualified buyer interest from local, regional, and national audiences.

✓ Provide strategic guidance through bid evaluation, negotiation, and closing consistent with the Illinois School Code.

✓ Serve as a single point of contact, attending Board meetings and coordinating all aspects of the engagement.

✓ Maintain absolute transparency and responsiveness throughout the process.

We view this engagement as a partnership, not a transaction. The District's success is our success—and we bring the specialized experience, national reach, and local commitment to deliver results.

6 | References

MoHall Commercial & Urban Development

MoHall Commercial & Urban Development provides the following references for projects of similar scope. Each can attest to our ability to perform valuation, marketing, and advisory services for public entities and large property dispositions:

South Suburban Land Bank and Development Authority

Joe Van Dyk
Executive Director
Contact: (708) 252-3949
Email: joe@southsuburbanlandbank.org
Address: 17730 Oak Park Avenue, Suite D, Tinley Park, IL 60477

Denzin Soltanzadeh LLC

Maria Bandish
Attorney
Contact: (312) 380-7266
Email: mbandish@denzinlaw.com
Address: 190 S. LaSalle Street, Suite 2160, Chicago, IL 60603

Village of South Holland

Travis Bandstra
Director of Community Development
Contact: (708) 210-2928
Email: tbandstra@southholland.org
Address: 16220 Wausau Avenue, South Holland, IL 60473

These references are available to discuss MoHall's professionalism, market knowledge, communication, and ability to manage large, complex real estate transactions.

7 | Conclusion

MoHall Commercial & Urban Development

MoHall Commercial & Urban Development is eager to partner with Lyons Township High School District 204 to realize the full value of its Willow Springs property. Our proposal offers deep market expertise, comprehensive marketing capabilities, and transparent, fixed-fee advisory services. By engaging MoHall, the District will benefit from Moses E. Hall, CCIM's leadership and a dedicated team committed to achieving an outcome that maximizes sale proceeds, aligns with community interests, and adheres to all legal requirements.

We appreciate your consideration and look forward to the opportunity to discuss our proposal further.

Prepared by:

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