



REAL ESTATE ADVISORY SERVICES

# Comprehensive Marketing & Disposition Strategy

7900 S. Willow Springs Road · Willow Springs, Illinois 60480

**~74**

ACRES

**NWSRC-PD**

CURRENT ZONING

**2026**

TARGET LAUNCH

★ 2026 Crexi Platinum Top Award Recipient ★

Moses Hall, CCIM

**PREPARED FOR LYONS TOWNSHIP HIGH SCHOOL DISTRICT 204**

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# Executive Summary

MoHall Commercial & Urban Development is pleased to present this Comprehensive Marketing & Disposition Strategy for the approximately 74-acre District-owned property at 7900 S. Willow Springs Road, Willow Springs, Illinois. Our mandate is clear: achieve maximum value for the students and taxpayers of District 204 through disciplined, institutional-quality execution at every stage of the disposition process.

## Our Integrated Disposition Strategy

- **Direct Developer Outreach**  
Targeted, multi-wave outreach to national, regional, and specialty developers across all qualifying buyer categories.
- **Institutional Listing Platforms**  
Simultaneous launch on CoStar, LoopNet, and Crexi for maximum market exposure from day one.
- **Professional Association Engagement**  
Leveraging CCIM, ULI, and ICSC networks to reach qualified CRE practitioners on a national scale.
- **Strategic Press Campaign**  
Coordinated press strategy with all public messaging approved by the Lyons Township High School Communications Team.
- **Structured Call-for-Offer Process**  
Transparent, legally compliant bid process generating competitive, qualified offers while protecting the District.
- **Virtual Data Room & Due Diligence**  
Secure, organized data room to accelerate buyer underwriting and reduce time-to-close.

**~74**

CONTIGUOUS ACRES

**0.7 mi**

WILLOW SPRINGS METRA

**\$160K+**

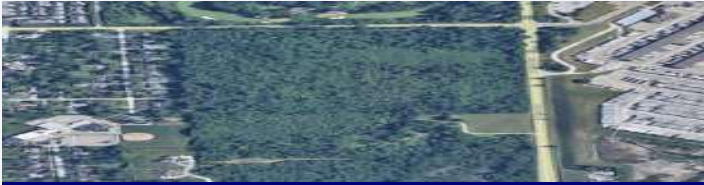
AVG. HH INCOME (5 MI)

**3M+**

POPULATION (15 MI)



# Property Overview & Market Analysis



Satellite Aerial View — 7900 S. Willow Springs Rd



Regional Location Map — Willow Springs, IL



GIS Parcel Map — Cook County (Site Highlighted)



Topographic Survey — Site Contour Map

## SITE FUNDAMENTALS

### SITE AREA

~74 Acres — Contiguous Parcel

### ZONING

NWSRC-PD (North Willow Springs Rd Corridor PD)

### METRA

0.7 mi to Willow Springs Station — Union Station direct

### INTERSTATES

I-55 & I-294 within 1.5 mi · Midway Airport 6 mi

### OWNERSHIP

Lyons Township HSD 204 — unencumbered title, no debt

### FLOOD ZONE

Outside FEMA flood zones

### FRONTAGE

2,567 LF on Willow Springs Rd · 1,280 LF on 79th St

## COMPETITIVE ADVANTAGES

- One of the largest contiguous infill land sites in Cook County
- Dual interstate access at I-55 & I-294 — exceptional logistics positioning
- Workforce base of 2.1M+ working adults within 15 miles
- Transit-oriented development potential — Metra 0.7 mi
- High-income demographics — \$160,527 avg. HH income within 5 miles
- Institutional seller with clear title — no debt, no court delays
- LTHS D204: over a century of community excellence and stability

## PROPERTY HIGHLIGHTS

**74± Acres**

Contiguous Site

**Greenfield**

Pristine Condition

**All Utilities\***

Available On-Site

**2,567 LF**

Willow Springs Rd

**2 Signalized**

Intersections

**No Flood Risk**

FEMA Zone Clear

**Clear Title**

No Debt · No Liens

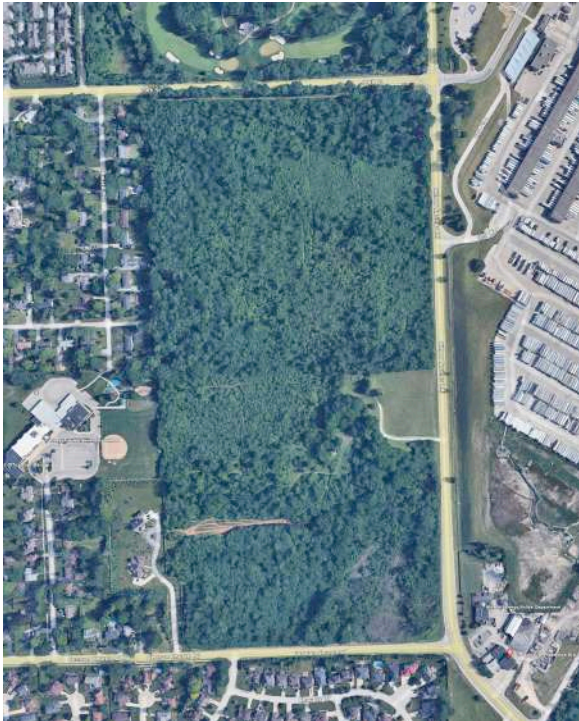
**Cook County**

Premier Infill

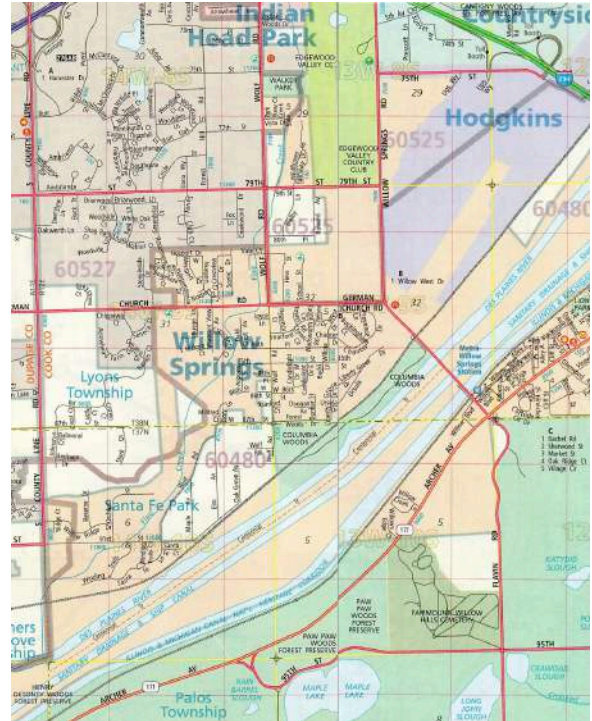
\* All utilities in the nature of water, sewer, gas and electricity were assumed to be available for service to the site. Per appraisal report.



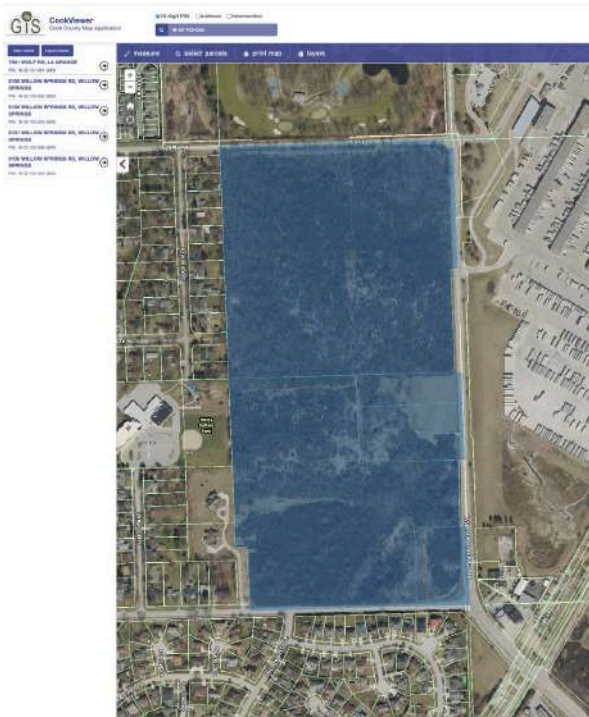
# Site Exhibits



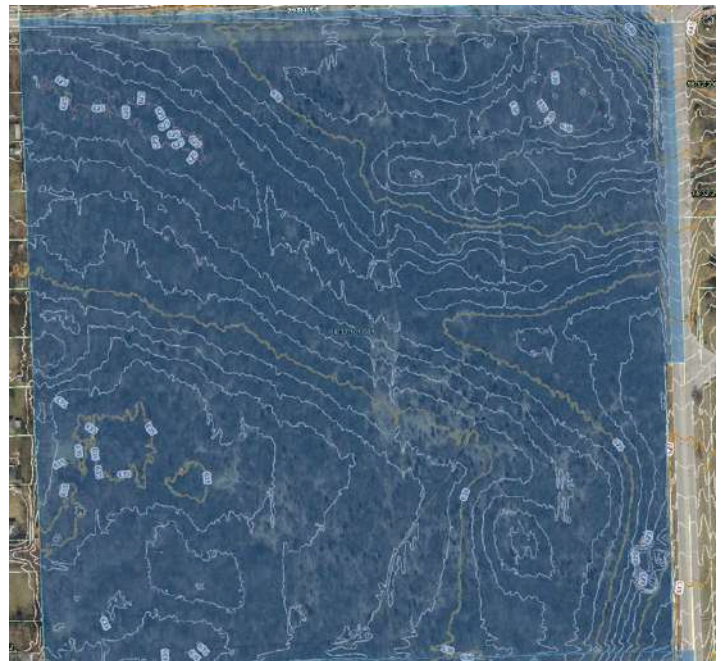
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Topographic Survey — Site Contour Map



# Target Developer & Investor Universe

MoHall will conduct a simultaneous, non-preferential outreach campaign across all qualified buyer categories, generating maximum competitive tension and the broadest possible pool of qualified offers for the District.

\* The buyer categories and companies referenced on this page are illustrative examples and not intended as an exhaustive list of all potential qualified buyers.

## QUALIFIED BUYER DEFINED

A financially capable developer or investor with demonstrated experience acquiring, entitling, and developing land in comparable markets — with verifiable capital and a clear development plan.

## CURRENT ZONING ALIGNMENT

NWSRC-PD supports residential, senior living and certain commercial uses, aligned with the District's goals for quality, community-beneficial development.



### WAVE 1

30–60 Days

Direct calls & emails to Tier 1 developer contacts across all buyer categories

### WAVE 2

30–60 Days

Full developer pool via personalized email and LinkedIn outreach simultaneously

### WAVE 3

30–60 Days

Formal OM distribution through CoStar · LoopNet · Crexi at campaign launch

\* All 3 Waves combined estimated timeframe: 30–60 days



# Marketing Materials & Branding Strategy

MoHall will produce a complete institutional-quality marketing suite — every deliverable purpose-built to communicate the full opportunity to sophisticated developers, investors, and institutional capital sources.

## BRANDING STRATEGY & COMPETITIVE POSITIONING

Positioning: A once-in-a-generation large-scale infill opportunity built on three competitive pillars — (1) Institutional Credibility: Lyons Township High School District 204 is a trusted public institution with years of community service and educational excellence; (2) Site Superiority: greenfield, unencumbered, fully-serviced land with exceptional transit and highway access; (3) Community Strength: the LTHS D204 name signals quality, stability, and long-term neighborhood excellence. Key OM messages: heritage, longevity, credibility, and the District's vision for quality development. All deliverables co-branded MoHall Commercial x LTHS D204.

### 01 Offering Memorandum

Comprehensive investment document: executive summary, property description, market analysis, demographics, aerial photography, zoning maps, and offer procedures.

### 02 1-Page Marketing Flyer

Concise property overview — aerial imagery, key stats, demographic summary, and call-to-action for email and conference distribution.

### 03 Conceptual Site Renderings

High-quality visual materials showcasing site context, neighborhood character, surrounding infrastructure, and land attributes to support buyer evaluation.

### 04 Interactive Property Website

Dedicated landing page with aerial video flyover, demographic data dashboard, data room access link, and offer submission portal.

### 05 Aerial Photography & Drone Video

Professional aerial and ground photography plus drone video used across all marketing materials, website, and social media.

### 06 Investor Presentation Deck

PDF presentation for developer meetings, Board presentations, and community engagement sessions.

### 07 Demographic Data Package

Third-party report (CoStar/ESRI) covering 1, 3, 5, and 10-mile rings: population, household income, daytime population, and traffic counts.

### 08 Email Campaign Templates

Branded outreach sequences, Q&A templates, follow-ups, and bid deadline reminders — all professionally designed and CRM-tracked.

# Digital & Multi-Channel Marketing



1

## NATIONAL LISTING PLATFORMS

CoStar · LoopNet · Crexi

Simultaneous listing on all major CRE platforms at launch for maximum institutional and broker exposure from day one.

2

## DIRECT BROKER OUTREACH

Chicago-Area Broker Network

Direct outreach to active Chicagoland land brokers with regular deal update communications to maintain broad market awareness.

3

## ADVANCED ANALYTICS & MAPPING

Institutional Research Platform

Full suite of data and mapping tools producing market-leading research embedded in all marketing deliverables.

## ADVANCED DATA & MAPPING TOOLS

### TheAnalyst Pro

Real-time market intelligence, financial modeling, rent/sales comps, and underwriting support for prospective buyers.

### ArcGIS Online

Interactive mapping for site maps, infrastructure overlays, zoning visualization, and scenario analysis.

### Business Analyst

Demographic and psychographic analysis for trade areas, consumer demand, and feasibility studies.

### Pictometry

High-resolution aerial and oblique imagery showcasing site characteristics and physical constraints.

### Site To Do Business

Comprehensive CRE data platform: financial, market, spatial, and competitive analysis for investor support.

# Social Media & Press Strategy



## SOCIAL MEDIA MARKETING

### LinkedIn

Targeting VPs of Land Acquisition at industrial REITs and homebuilders, Managing Directors at PE real estate firms with Midwest focus, and senior land brokers across IL/WI/IN. Organic posts to MoHall's company page and Moses Hall's personal profile establishing thought leadership on the opportunity.

### Instagram & Facebook

Drone video and aerial photography positioned to reach local business leaders, community stakeholders, and regional developers. Stories and reels showcase the site's scale and location. Targeted campaigns reach business decision-makers and investors across the greater Chicago metropolitan area.

### YouTube

Property drone flyover video embedded on the property website and linked across all digital channels. Supports OM downloads, virtual tours for out-of-market developers, and provides SEO-indexed content for organic discovery by active buyers searching the market.

## PRESS RELEASE & PUBLIC ANNOUNCEMENT

### Generating Market Momentum Through Strategic Press

- Press release issued at campaign launch to local Chicago-area publications and business media
- Broad distribution to regional and national commercial real estate trade media
- Outreach to southwest suburban press and community publications
- All public messaging approved by the Communications Team at Lyons Township High School
- Follow-up release upon contract execution to announce the milestone to stakeholders



# Professional Association Engagement

MoHall will leverage active membership in the industry's leading commercial real estate associations to amplify deal awareness among the most qualified developers and capital sources nationally.

1

## CCIM Institute

### Certified Commercial Investment Member

Moses Hall, CCIM holds the industry's most respected designation. MoHall will present the Willow Springs opportunity through CCIM's national deal-sharing network and the CCIM Technology Center — reaching 13,000+ qualified CRE practitioners globally.

2

## ULI — Urban Land Institute

### Master-Planned Development Network

MoHall will engage ULI Chicago's developer network through monthly and quarterly programs, creating direct access to master-planned development executives, mixed-use specialists, and institutional capital partners.

3

## ICSC — International Council of Shopping Centers

### ICSC Recon Conference

Moses Hall, CCIM will attend ICSC Recon, one of the largest commercial real estate conferences in the world, bringing together thousands of developers, investors, and real estate professionals. Attendance provides direct access to a broad national audience of qualified buyers and capital sources.

4

## Chicago Association of Realtors — Commercial

### Local & Mid-Market Reach

Direct outreach through CAR's commercial division ensures maximum local and mid-market developer awareness, supplementing national efforts with deep local market relationships.

## COMMUNITY RELATIONS

Village of Willow Springs: Pre-market engagement to understand development preferences and zoning appetite. District 204 Board: Monthly progress reports and real-time buyer activity dashboard. Residents & Taxpayers: All public communications coordinated with and approved by the Lyons Township High School Communications Team.



# Due Diligence Data Room

MoHall will establish and manage a secure virtual data room, organized to facilitate efficient buyer due diligence, reduce time-to-close, and protect the District's interests throughout the disposition process.

## 01

### Legal & Title

Title commitment, legal description, ownership history, easements, encumbrances, tax records, and special assessments.

## 02

### Survey & Boundary

ALTA survey, boundary survey, topographic survey, aerial photography with parcel overlay, and GIS boundary data.

## 03

### Environmental

Phase I ESA, known soil or groundwater reports, IEPA database search results, and Phase II if warranted.

## 04

### Zoning & Entitlement

Zoning certificate, NWSRC-PD code text, Village comprehensive plan, zoning map, and rezoning analysis.

## 05

### Utilities & Infrastructure

Water, sewer, electric, gas, and telecom utility availability maps and capacity confirmations.

## 06

### Demographics & Market

Third-party demographic report, traffic count data, comparable land sale transactions, and market reports.

## RISK MITIGATION FRAMEWORK

### ● HIGH RISK

#### Rezoning — Village of Willow Springs

Pre-market engagement with Village. Marketing structured to align buyer uses with Village development preferences.

### ● MEDIUM RISK

#### Environmental Issues Post-Phase I

Commission Phase I ESA prior to launch. If issues arise, Phase II ordered early to define scope and cost.

### ● MEDIUM RISK

#### Community Engagement

Proactive stakeholder engagement is a priority throughout the process. Messaging coordinated with and approved by the Lyons Township High School Communications Team.



# READY TO PROCEED

Your best real estate outcome is our mandate.

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Moses Hall, CCIM

Our commitment: achieve maximum value for the students and taxpayers of District 204 through disciplined, institutional-quality execution.

## Moses Hall, CCIM

MANAGING PRINCIPAL · MOHALL COMMERCIAL & URBAN DEVELOPMENT

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