

Marketing Plan

8100 Willow Springs Road, Willow Springs, Illinois
±71.323 acres · Sale under 105 ILCS 5/5-22

CAMPAIGN LAUNCH

August 4, 2026

LISTINGS ACTIVATE

September 22,
2026

TOTAL EXPOSURE

97 days

COST TO DISTRICT

None

PREPARED FOR

Board of Education

Lyons Township High School District No. 204
Attn: Dr. Brian Waterman, Superintendent
100 South Brainard Avenue, La Grange, Illinois 60525

PREPARED BY

**MoHall Commercial & Urban Development
LLC**

Moses E. Hall, CCIM, AHW
Designated Managing Broker, Illinois Licensed
Pursuant to Exhibit A of the Agreement dated March 2, 2026



SECTION 01

Objectives and Approach

This plan sets out the components of the marketing campaign for the District's Willow Springs property, as required by Exhibit A of the Professional Services Agreement. It is submitted for the Board's review and for counsel's confirmation that its components comply with the Agreement. Section 10 maps every Exhibit A obligation to the corresponding deliverable so that review can be made line by line.

PRIMARY OBJECTIVE Conforming bids A competitive field of qualified purchasers submitting bids that comply with the Board's terms	SECOND OBJECTIVE A defensible record Every outreach, inquiry and response documented, uniform and available for public inspection	THIRD OBJECTIVE Community confidence A transparent process the surrounding community can follow in real time
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The three objectives are of equal weight

A campaign that produces a strong price through a process the community does not trust will not close, and this property has already demonstrated that. The 2023 cycle produced the highest nominal offers the District has ever received and delivered no sale. The process record therefore matters as much as the outreach, and both are the Consultant's responsibility under the Agreement.

What the campaign is selling

The offering is one of the last large contiguous developable tracts inside the I-294 corridor in Cook County. Of six qualifying land sales of ten acres or more returned for the surrounding search area over a six-year window, only two traded in Cook County. That scarcity is the central message, and it is supported by documented attributes:

- 71.323 surveyed acres in a contiguous assemblage of three parcels, with an ALTA/NSPS survey completed and easements plotted.
- Frontage on three public rights of way: 79th Street, Willow Springs Road and German Church Road.
- Municipal water and sanitary sewer available to serve the site.
- A Phase I Environmental Site Assessment identifying no recognized environmental conditions requiring further investigation.
- A 4.29-acre wetland delineated as isolated rather than jurisdictional, absorbable within required open space.
- No structures on the property and therefore no demolition obligation.
- Direct access to I-294 and I-55, within reach of Metra, adjoining established neighborhoods and forest preserve open space.

Each of these removes a contingency a bidder would otherwise price against the District, and every one will be documented in the offering materials rather than left for a bidder to discover during diligence.

What the campaign will state directly

The property is zoned North Willow Springs Road Corridor – Planned Development District. A purchaser proposing residential, commercial or mixed-use development will require discretionary approval from the Village of Willow Springs, and the District makes no warranty as to permissible uses. The marketing materials will say so in plain terms and in a prominent position. Stating the position early attracts purchasers who are equipped to pursue an approval and discourages a second round of offers that cannot close.

SECTION 02

Two-Phase Campaign Structure

Exhibit A conditions listing the property on the multiple listing service, CoStar, LoopNet and Brevitas on the Board’s approval of a resolution authorizing the sale. That resolution is scheduled for September 21, 2026. The campaign is therefore built in two phases, and the distinction is deliberate rather than a consequence of timing.

PHASE ONE · AUGUST 4 TO SEPTEMBER 21, 2026 · 49 DAYS

Pre-Market Awareness and Direct Outreach

No listing. No terms published. Identification, contact and qualification of the buyer universe.

In this phase the Consultant produces the offering materials, identifies and contacts the buyer universe directly, activates industry networks, and registers interested parties. Prospective purchasers are advised that the property will be offered through a sealed bid public sale under Section 5-22 of the School Code, that terms are subject to Board approval, and that no offer can be entertained outside that process.

The purpose is time. A national or regional homebuilder acquiring a 71-acre entitlement-risk parcel requires internal land committee review, preliminary engineering, a yield study and municipal reconnaissance before it can commit to a number. Forty-eight days is not enough for that work. Ninety-seven days is.

PHASE TWO · SEPTEMBER 22 TO NOVEMBER 9, 2026 · 48 DAYS

Formal Offering

Listings activated. Bidder packet published. Statutory notice running. Inspections scheduled.

On the day after the resolution is adopted, the bidder information packet is published, the listings go live across all four services named in Exhibit A, and the campaign converts from awareness to transaction. The statutory Notice of Public Sale publishes once each week for three successive weeks. Inspection days are held. All inquiries are received in writing and answered in writing to every registered party.

INTERVAL	DAYS	PURPOSE
Campaign launch to resolution	49	Buyer identification, materials production, internal review by prospective bidders
Resolution to bid deadline	48	Advertised offering, statutory notice, inspections, bid preparation
Total market exposure before bids are due	97	August 4 to November 9, 2026

SECTION 03

Marketing Collateral

Exhibit A requires a high-quality offering memorandum highlighting the property's features and including property maps, aerial photography, zoning information, demographic data and possible site plans. The package below satisfies that requirement and extends it.

COMPONENT	CONTENTS	READY BY
Offering Memorandum Institutional format	Executive summary; parcel detail with all three P.I.N.s; surveyed area and legal description reference; zoning and entitlement summary; utilities; environmental, wetland and survey findings; access and frontage; demographic profile; submarket context; disposition process and bid mechanics; inquiry protocol	August 28, 2026
Aerial photography	High-resolution orthographic and oblique aerals with boundary overlay, frontage identification, and context imagery showing I-294, I-55 and the forest preserve	August 21, 2026
Property and context maps	Parcel map keyed to P.I.N.s; regional location map; transportation and access map; utility availability map; forest preserve and open space context map	August 21, 2026
Conceptual site plan	Illustrative yield concept demonstrating physical feasibility, wetland accommodation within open space and detention, and multiple access points. Presented as illustrative only and expressly not as an approved or endorsed development program	August 28, 2026
Demographic package	Population, household, income and age profile at one, three and five miles; school district context; employment and drive-time analysis	August 21, 2026
Marketing flyer	Two-page print and digital summary for broad distribution and network circulation	August 14, 2026
Digital property page	Hosted offering page with document access, registration form, inquiry submission and calendar of process dates	August 14, 2026
Bidder information packet	Assembled with counsel: Terms and Conditions, Bid Form, specimen Purchase Agreement, ALTA survey, title commitment, wetland study, Phase I ESA and other documents the Board makes available	September 22, 2026

A note on the conceptual site plan

Exhibit A calls for possible site plans in the offering memorandum. A concept plan is useful because it demonstrates that the acreage, shape, frontage and wetland can accommodate a development program, which is a question every bidder must answer before it can price. It will be presented as an illustration of physical capacity only. It will not recommend a density, a product type, or a development program, and the materials will state that the Board has not endorsed any plan and that all approvals rest with the Village.

SECTION 04

Distribution and Listing Channels

Exhibit A names four listing services and requires that publication and distribution of all marketing be performed by the Consultant at the Consultant's expense. All four are addressed below, with supplemental channels identified separately.

CHANNEL	AUDIENCE REACHED	ACTIVATION	SOURCE
Multiple Listing Service MRED	Illinois brokerage community, residential and commercial practitioners, local and regional builders working through brokers	September 22	EXHIBIT A
CoStar	Institutional investors, national developers, research and acquisition departments; the primary comparable and listing database used by the industry	September 22	EXHIBIT A
LoopNet	Broadest public commercial audience; national reach with high inbound inquiry volume	September 22	EXHIBIT A
Brevitas	Private investor and developer network with document-controlled distribution and tracked engagement	September 22	EXHIBIT A
Crexi	Additional national land and development audience	September 22	SUPPLEMENTAL
Direct email campaign	Targeted distribution to the buyer universe at Section 05, tracked and logged	From August 4	SUPPLEMENTAL
Print	Marketing flyer for network distribution, meetings and inspection days	From August 14	SUPPLEMENTAL
District website	Bidder information packet and process documents, hosted by the District	September 22	DISTRICT
Newspaper	Statutory Notice of Public Sale, three successive weeks	Sep 30 – Oct 14	STATUTORY

The statutory notice is a legal publication arranged by counsel and the District and is distinct from the marketing channels above. It is shown here so that the Board can see the complete publication picture in one place.

Cost to the District

Under Exhibit A, publication and distribution of all marketing is performed by the Consultant at the Consultant's expense. Listing fees, photography, mapping, design, production, hosting and distribution are borne by MoHall Commercial & Urban Development and are included within the flat fee under Paragraph 3 of the Agreement. The District incurs no additional marketing cost.

Costs the District does bear are the statutory publication charges, and the cost of any additional real estate professionals engaged at the Board's written request under Exhibit A, which are borne by the Board at cost.

SECTION 05

Targeted Buyer Outreach Program

Exhibit A requires a targeted buyer outreach program across nine categories of purchaser. Each is addressed below. The buyer universe for a 71-acre parcel inside I-294 is small, identifiable and reachable directly, which is why direct outreach rather than general advertisement is the core of this campaign.

CATEGORY	APPROACH AND REPRESENTATIVE TARGETS	PRIORITY	PHASE
National and regional residential homebuilders	Direct contact with land acquisition departments. Representative targets include PulteGroup, Lennar, D.R. Horton, M/I Homes, Toll Brothers, NVR/Ryan Homes, Meritage Homes, Beazer Homes, K. Hovnanian and Taylor Morrison	HIGHEST	One
Local and Chicago-area builders	Direct principal contact. Includes Gallagher and Henry, headquartered in Countryside within the District boundary and building continuously in the southwest suburbs since 1954, together with other established southwest suburban and Chicago-area builders	HIGHEST	One
Institutional land developers	Developers who acquire, entitle and deliver finished lots to builders. Includes firms with a documented record of acquiring surplus public land through competitive disposition, such as Nitti Development and Edward Rose and Sons	HIGHEST	One
Senior housing developers	Active adult, age-restricted and continuing care operators and developers. The one residential program previously proposed for this property was age-restricted, which establishes the category as a real source of demand	HIGH	One
Retail and mixed-use developers	Contacted because Exhibit A requires it and because the zoning district contemplates commercial use. Trade area depth is limited, so this category is more likely to participate as a component of a mixed-use program than as a principal	MODERATE	One
Local government	Village of Willow Springs, Pleasantdale Park District and Pleasantdale School District 107, each of which has previously been in discussion with the District regarding this property or adjoining land	HIGH	One
State and federal agencies	Illinois Department of Natural Resources and other agencies with open space, conservation or facility mandates in the corridor	MODERATE	One
Land trusts and conservation buyers	Openlands, The Conservation Fund, Trust for Public Land and comparable organizations. The property adjoins the Palos and Cook County forest preserve system, which makes the category credible rather than nominal	HIGH	One
		HIGH	One

CATEGORY	APPROACH AND REPRESENTATIVE TARGETS	PRIORITY	PHASE
Park districts and forest preserve	Forest Preserve District of Cook County and the Pleasantdale Park District, including any land exchange structure the Board may wish to have explored		

Firms are named as outreach targets only. Naming a party is not an endorsement, does not indicate any prior contact or arrangement, and confers no advantage. Every purchaser must bid through the public sale under Section 5-22 on identical terms and with identical information. The working outreach list is maintained at contact level, is updated continuously, and is reported to the Board weekly under Paragraph 5 of the Agreement.

Sequencing of outreach

PERIOD	ACTIVITY
Aug 4 – Aug 15	Buyer universe finalized at contact level. Initial notification to all categories that the property will be offered by sealed bid public sale in the fall.
Aug 17 – Sep 4	Flyer and digital property page distributed. First-round direct contact with land acquisition departments. Registration opens.
Sep 8 – Sep 21	Offering memorandum distributed to registered parties. Second-round contact. Preliminary questions logged for uniform written response after terms are approved.
Sep 22 – Oct 16	Bidder packet distributed to every registered party on the day of publication. Listings live. Inspection days scheduled and held.
Oct 19 – Nov 4	Direct follow-up with every registered party to confirm intent to bid and to identify any unresolved question before the inquiry deadline.
Nov 5 – Nov 9	Final circulation of all written responses and any addenda. Bid submission logistics confirmed.

SECTION 06

Industry Network Activation

Exhibit A requires the use of industry networks, naming CCIM, NAIOP, the Urban Land Institute and the Chicago Association of REALTORS. The Consultant holds standing in each and will use them as distribution channels rather than as references.

NETWORK	ACTIVATION	CONSULTANT STANDING
CCIM	Distribution through the Illinois Chapter membership and the national deal-sharing platform; presentation at chapter meeting during the offering period	CCIM designee; Illinois Chapter board affiliation
Chicago Association of REALTORS	Circulation through the Commercial Forum membership and marketing session; broker-to-broker distribution across the Chicago brokerage community	Chair, CAR Commercial Forum
Urban Land Institute	Circulation through ULI Chicago district council channels to developers, land planners and institutional members	ULI committee affiliation
NAIOP	Distribution through the Chicago chapter developer membership	Chapter participation
ICSC	Supplemental circulation to the retail and mixed-use development membership	ICSC Government Relations Committee

Network distribution reaches intermediaries as well as principals. A purchaser represented by its own broker is expressly contemplated by the Board's Real Estate Purchase Agreement, which provides that any such compensation is the purchaser's sole responsibility and that the District bears no broker fee. Cooperating brokers will be told this in writing at first contact so that no expectation arises to the contrary.

SECTION 07

Community and Stakeholder Communications

Exhibit A provides for assisting the Board with community and stakeholder communications, including preparing for and presenting at community meetings. Given this property’s history, that support is treated in this plan as a component of the marketing campaign rather than as an ancillary service.

Approach

The community around this property has been through two marketing cycles and has good reason to scrutinize a third. The response is not persuasion. It is disclosure discipline: publish what is being offered, publish the terms, publish the process dates, and make the same information available to residents that is available to bidders. A community that can follow the process in real time has less reason to assume something is being concealed.

AUDIENCE	SUPPORT PROVIDED	TIMING
Board of Education	Materials for the Committee of the Whole and Regular Action Meetings; attendance and presentation as requested	Aug 3, Sep 21, Nov 16
Village of Willow Springs	Direct engagement on the development framework; attendance at zoning, planning and Village meetings as required under Exhibit A	From August
Surrounding residents and neighboring districts	Preparation of materials for community sessions; plain-language explanation of the process, the zoning position and the statutory constraints	As requested
Municipalities within the District	Consistent information to the communities served by the District regarding process and timeline	As requested
Media inquiries	Referred to the Superintendent. The Consultant does not speak for the Board	Ongoing

Public-facing statements about the property, the process or the Board’s position will be issued only by the District, or by the Consultant with the District’s prior approval. The Consultant is the named contact for bidder inquiries under the Notice of Public Sale and will answer those in writing under the protocol at Section 08.

SECTION 08

Transparency and Compliance Protocol

Exhibit A requires the Consultant to advise the Board on effective methods for promoting the property while maintaining transparency and compliance with applicable laws and regulations. The protocol below governs the campaign.

RULE	APPLICATION
All inquiries in writing	Every substantive inquiry is received in writing at the address stated in the Notice of Public Sale. No oral representation is binding on the Board, and prospective bidders will be told so in writing.
Uniform written response	A written response to every inquiry is circulated to all parties who have registered contact information, so that no bidder holds information another bidder does not.
No offers outside the process	No offer will be solicited, entertained or negotiated outside the sealed bid public sale. Any unsolicited offer received is forwarded to the Superintendent and counsel and is not acted upon.
Equal access to diligence	The same packet, the same documents and the same inspection opportunities are available to every registered party. Inspections occur only on the scheduled days set out in the Terms and Conditions.
Complete written record	All marketing materials, bidding documents, bids and communications sent and received are retained and furnished to the Board on request and on termination, as required by Paragraph 5 of the Agreement.
FOIA readiness	Records held by the Consultant relating to the Agreement may be subject to the Freedom of Information Act. Records are maintained in a form that permits immediate production to the District, and the Consultant will provide any such records at the Consultant's cost under Paragraph 9.
Open Meetings Act	Board consideration of the timeline, the terms and the award occurs at properly noticed meetings. The Consultant will not conduct Board business outside them.
No conflict	Under Paragraph 15 of the Agreement, neither the Consultant nor anyone affiliated with the Consultant will bid on the sale of the property.
Confidentiality	Confidential Information as defined in Paragraph 6, including the terms of the Agreement itself, is not disclosed without the Board's prior written consent.

Why this protocol is part of the marketing plan rather than an appendix to it

In a public sale the process record is part of the product. A bidder deciding whether to spend money on preliminary engineering for a parcel that requires discretionary approval is assessing whether the seller will run a clean, predictable process to a defined date. A documented protocol, published at the outset and followed without exception, is a material inducement to serious bidders and it is also the District's protection if the process is later questioned.

SECTION 09

Reporting and Measurement

Weekly reporting

Paragraph 5 of the Agreement requires reporting to the Board not less than once per week, with documentation of all outreach efforts and feedback. Written reports will be delivered to the Superintendent each Friday beginning the week of August 3, 2026, containing outreach conducted by party and category, cumulative engagement metrics, every written inquiry and the response circulated, market sentiment including any pricing, use or entitlement concerns raised, and schedule status against the project timeline.

Measures the Board should watch

MEASURE	REPORTED	WHAT IT INDICATES
Parties contacted, by category	Weekly, cumulative	Campaign reach
Registered parties	Weekly, cumulative	Qualified interest
Offering memoranda and packets distributed	Weekly, cumulative	Depth of engagement
Written inquiries received	Weekly, with responses	Seriousness of review
Inspection day attendance	After each session	Advanced underwriting
Parties confirming intent to bid	From October 19	Expected competition
Conforming bids received at the November 9 opening		Outcome

The measures above are reported without forecast. The Consultant will not estimate the number of bids the Board should expect, and the Board should treat any such estimate with caution from any source. What can be reported honestly is who has been contacted, who has engaged, what they have asked, and what they have said.

SECTION 10

Agreement Compliance Matrix

This matrix maps each Exhibit A obligation bearing on the marketing plan to the corresponding component of this document, so that counsel may confirm compliance with the Agreement line by line.

EXHIBIT A REQUIREMENT	ADDRESSED AT	STATUS
Develop and implement a professional digital and print marketing strategy	Sections 02, 03, 04	ADDRESSED
High-quality offering memorandum highlighting the property's features	Section 03	ADDRESSED
Property maps	Section 03	ADDRESSED
Aerial photography	Section 03	ADDRESSED
Zoning information	Sections 01, 03	ADDRESSED
Demographic data	Section 03	ADDRESSED
Possible site plans	Section 03	ADDRESSED
Interest generated on a local, state, regional and national basis	Sections 04, 05, 06	ADDRESSED
Marketing materials prepared for publication and distribution	Sections 03, 04	ADDRESSED
Targeted buyer outreach program	Section 05	ADDRESSED
Local governments; state and federal governmental agencies	Section 05	ADDRESSED
Land trusts; park districts	Section 05	ADDRESSED
Retail developers, local through national	Section 05	ADDRESSED
Residential home builders, local through national	Section 05	ADDRESSED
Senior housing developers, local through national	Section 05	ADDRESSED
Retail and mixed-use developers, local through national	Section 05	ADDRESSED
Institutional land developers, local through national	Section 05	ADDRESSED
Industry networks including CCIM, NAIOP, ULI and the Chicago Association of REALTORS	Section 06	ADDRESSED
Personal contact to broaden awareness	Section 05	ADDRESSED

EXHIBIT A REQUIREMENT	ADDRESSED AT	STATUS
Publication and distribution performed by Consultant at its expense	Section 04	ADDRESSED
Upon approval of the sale resolution, list on MLS, CoStar, LoopNet and Brevitas	Sections 02, 04	ADDRESSED
Identify and target potential purchasers and invite qualified bids in accordance with the School Code and the terms and conditions of sale	Sections 05, 08	ADDRESSED
Advise the Board on effective methods for promoting the property while maintaining transparency and compliance	Section 08	ADDRESSED
Document all outreach efforts and feedback; weekly status updates summarizing interest and market sentiment	Section 09	ADDRESSED
Assist the Board with community and stakeholder communications	Section 07	ADDRESSED
Facilitate site visits	Sections 05, 08	ADDRESSED

Obligations under Exhibit A relating to valuation, bid document preparation, bid analysis, attendance at zoning and Village meetings, coordination of diligence and assistance at closing are addressed in the Broker Opinion of Value and the Project Schedule and Timeline, and are not repeated here.

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