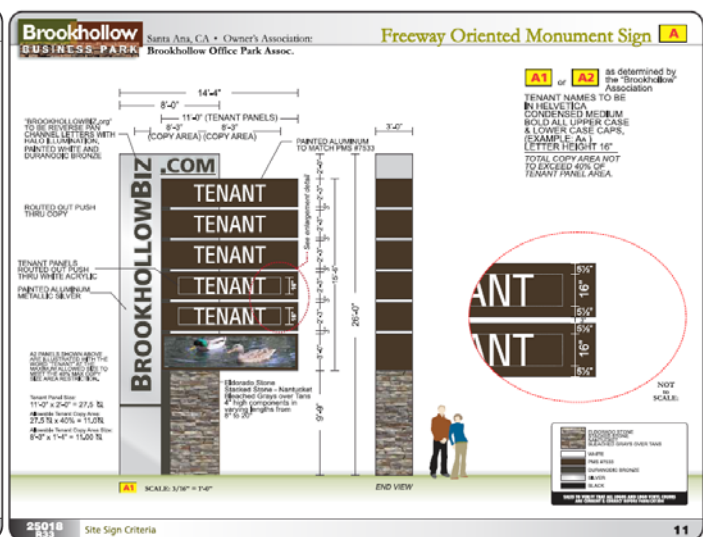
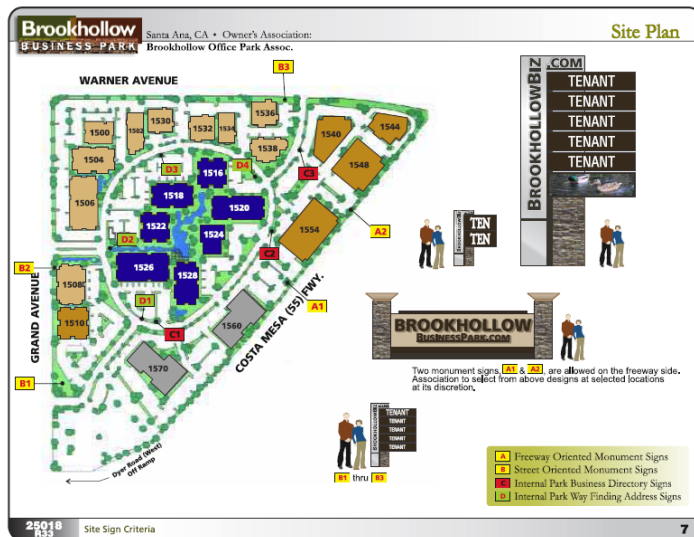


March 27, 2017

**From: Brookhollow Office Park Association**  
**To: All Brookhollow Building Owners and Business Owners**  
**Re: Monument Sign Lease Info For A1 (Freeway)**

It is hard to believe two years have already passed. Sign A panel leases expire at the end of March 2017.

As there is a limited number of panels available, considerably fewer than number of businesses in the park, the Board had decided that a formal auction of the panels to the highest bidders would best serve the interest of the Association as a whole and has moved to proceed with another auction now that the leases are expiring. As such, an online open auction will take place on **March 29, 2017** for the right to lease and pick positions of the bottom six panels (three on each side). The top four (two on each side) are exclusive to the Retail parcel, per the CC&R's and terms of the Settlement Agreement with the Retail parcel ownership.



**Basic parameters:**

- The auction is for the right to a two (2) year lease term, of a panel on A1 (Freeway) and pick position of the sign panels.
- The bid amount is the monthly lease.
- Highest six bidders will win the lease rights to a panel on the sign and will win pick positions 1 through 6 respectively.
- Bidding to start at \$200/month/panel (one side). Lease is assumable / transferrable to other Brookhollow business trade names. Lease is not renewable. Vacated panels are offered through a new process with expiring tenant eligible to participate in the auction.
- Panels to be leased to winning bidders for a two (2) year lease term. Enclosed is a copy of the lease. Registration and participation in the Auction signifies acceptance of the terms of the lease.
- Either building owner or business owner can participate in the auction:
  1. Each business can be advertised only on one panel. Exceptions may apply depending on availability.
  2. Each building owner can have only one panel which can be dedicated to owner's business or transferred to a tenant's business.
- Only existing business trade names can be advertised on the panels.

- Current tenants of signs B are allowed to participate in A1 sign auction.
- Winning bidders will be responsible for fabrication and installation per the Association standards. The Association will try and secure competitive bulk pricing to offer to all.

## Application To Bid:

- We have extended the bid application submission to accommodate last minute submissions. To secure a bid position, interested parties must submit the enclosed application to AyZar Asset Management, 1516 Brookhollow Drive, Suite B, Santa Ana, CA 92705 along with a check in the amount of **\$50.00** payable to Brookhollow Office Park Association for processing fee **by March 28 at 11:00 AM**.
- Artwork can be submitted after having won a position. Artwork must be in high resolution and compliant with the sign program. You can download the sign program for the website [www.BrookhollowBusinessPark.com](http://www.BrookhollowBusinessPark.com). Winning bidders will receive approval of the proof.

## Auction Detail:

- The online auction will be conducted through Brookhollow's own website, BrookhollowBiz.com, using a third-party auction utility. As all information is managed on Brookhollow's Website, all participants' information is kept private. The auction will be monitored and managed by a third part web auctioneer.
- Bidding Details:
  1. We are working on providing you all with a test auction so that you can get familiar with the process before the real auction. Stay tuned for more detail and snap shots of the screens within the bid page.
  2. A link will be provided to authorized participants only in advance of the actual bid date.
  3. Auction will be open for **3 hours, starting on March 29, at 10 AM and ending on 1:00 PM**.
  4. Input needed for online auction:
    1. Name: This is the entity name, either building ownership or business ownership, and must match the name on the application or is subject to being disqualified.
    2. E-mail
    3. Building Number & Suite Number (if applicable)
    4. Enter Your Bid. Bid \$xxx.00. **Please note even though the system would allow you to bid higher than the stated amount, you must not do so. Please enter the stated amount in the field below USD.**
  5. Initial minimum bid is set at \$200.00 with increase increments of \$5.00 with every bid, i.e. first bidder, \$200.00, second bidder, \$205, third bidder \$210, etc. You may:
    - (a) Bid the amount as indicated "Enter Your Bid \$xxx.00" above the box "enter your bid". Please note, **you must only enter the stated amount, not more, and not less**. If you enter a higher amount your bid will be deleted by the web auctioneer and you will lose your position.
    - (b) Check the Bid List continuously and refresh your page as may be needed. The page is supposed to refresh every 30 seconds, however, it may be delayed based on each computer setting.
      - (i) If you are within the top six (6) bids, you are guaranteed a position. Being that the auction will be on-going for the duration, the positions change based on incoming bids. As such, you need to continuously check your position. If you are happy with your pick position priority (highest winning bidder will have first pick and lowest winning bidder will have last pick), you don't need to bid further. If you want to move up on the priority list, you should bid the next increment amount per "Enter Your Bid \$xxx.00".
      - (ii) If you are not within the top six (6) bids, and are willing to go higher on your bid amount, you should bid the next increment amount per "Enter Your Bid \$xxx.00"
  6. As this is an open bid, you will be able to view all submitted bids. **Click on "Update Bids Tab" to get the latest bids submitted in the "Bids" tab**. Additionally, you can request to be notified via email every time a new bid is submitted by filling out your email address in the Watch box. The web auctioneer does not

guarantee the delivery of the emails, hence you must not rely on receipt of emails, rather check the ongoing auction continuously.

Please contact Shirin Zarkesh at [Shirin@AyZarInc.Com](mailto:Shirin@AyZarInc.Com) with any questions or stop by the management office.