

NEWMARK

Marketing in Motion

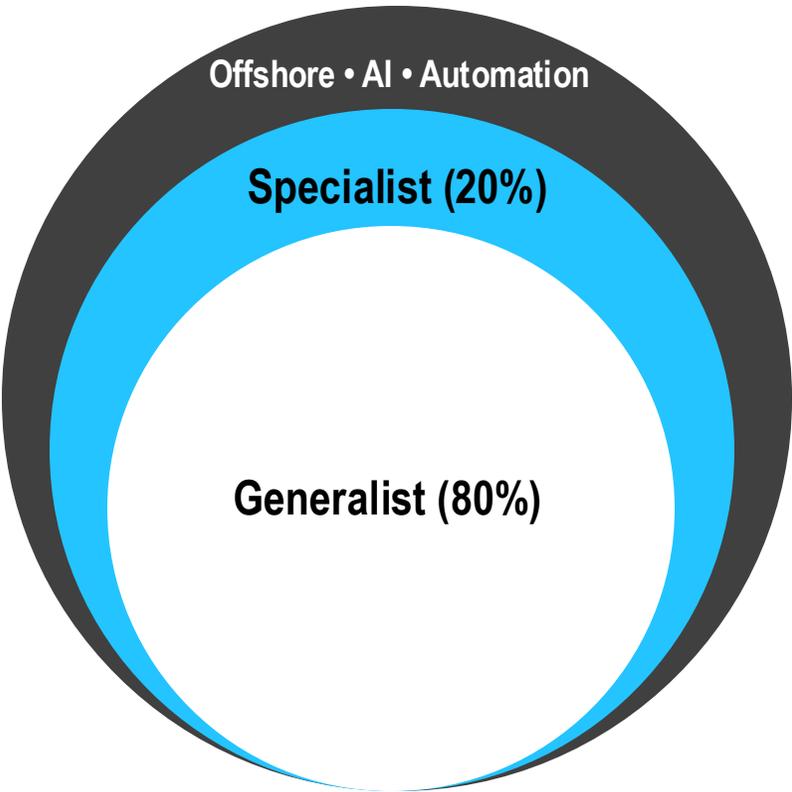
LATAM SUMMIT 2025

PANAMA

The Evolution of Marketing at Newmark

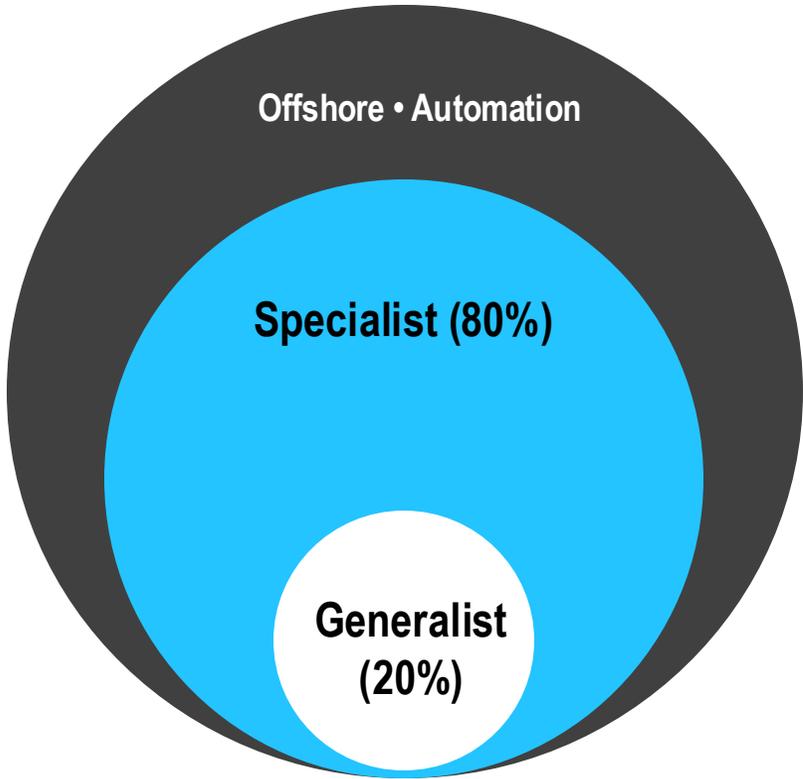
2023

Setting the Foundation



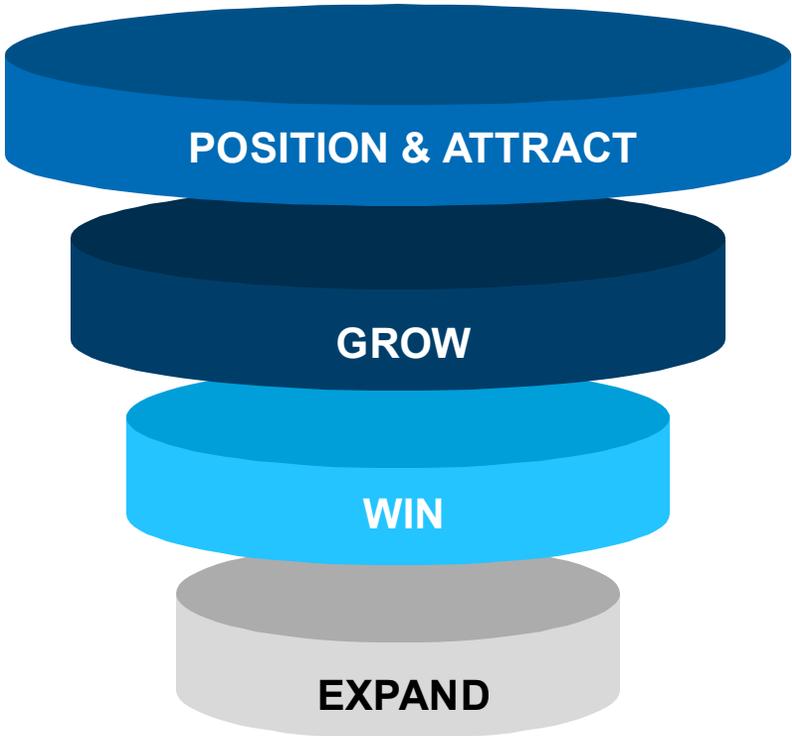
2024

Threshold Support Model



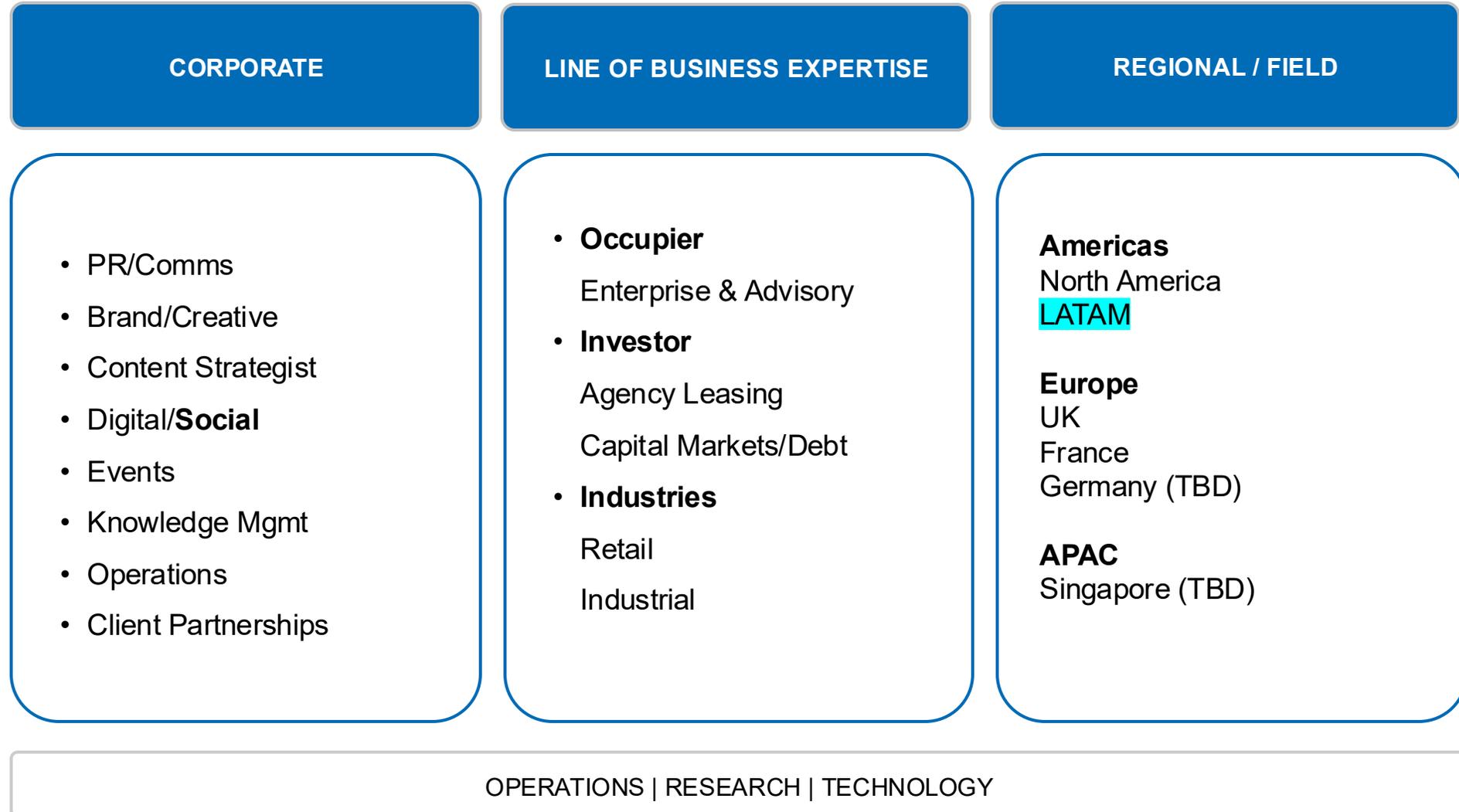
2025 & BEYOND

Global Growth Engine

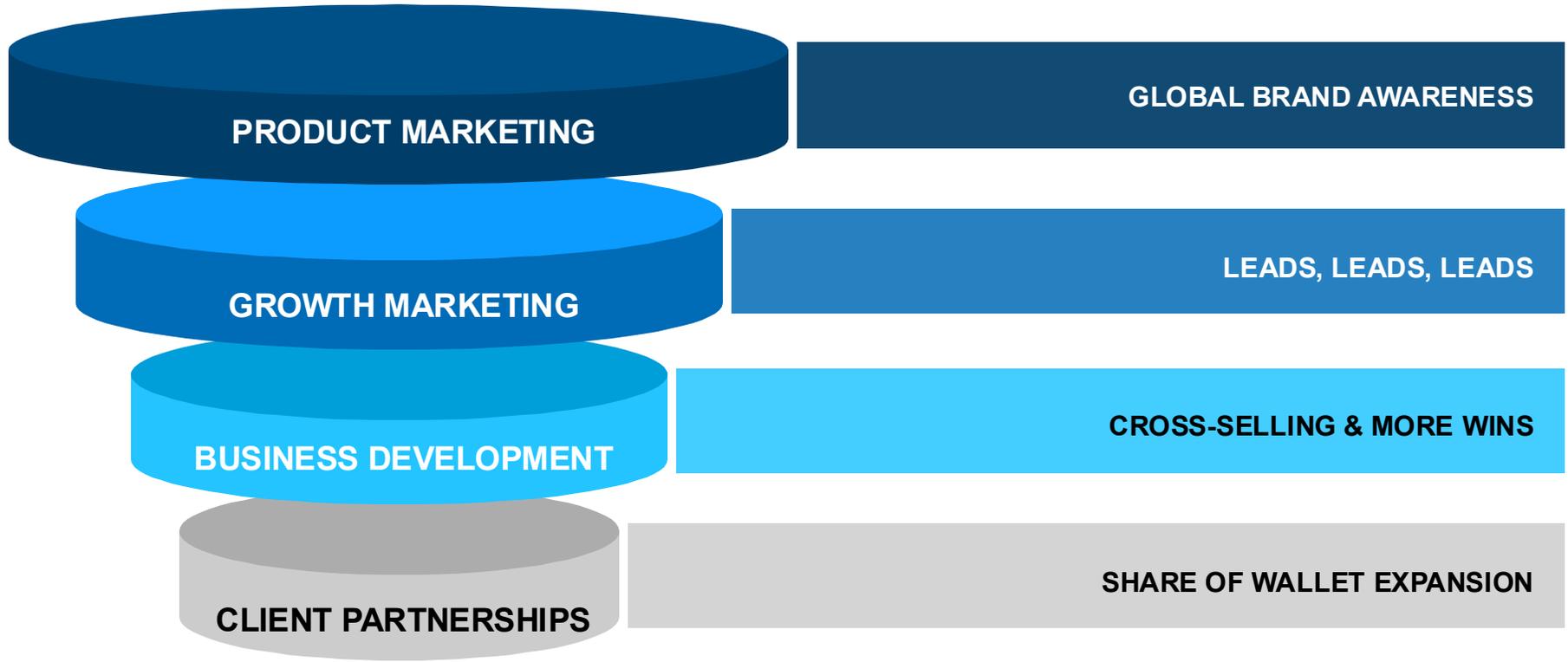


Q. “Where does LATAM Marketing Fit in?”

GLOBAL CENTER OF EXCELLENCE MODEL



Q. “What does marketing offer?”



HubSpot

FOLEON

Jasper

buildout

CampaignBreeze

templafy

monday.com

INTERNAL SALES ENABLEMENT



Newmark Teams Channel



Newsletters



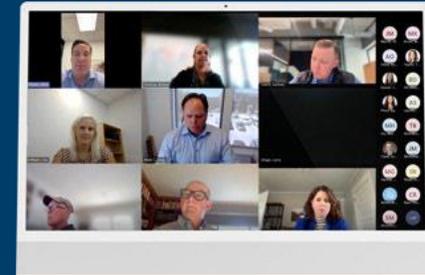
Snapshot Deck



Intranet Page



Campaign Breeze Eblast Templates



Learning Sessions



Media/PR



Email Marketing



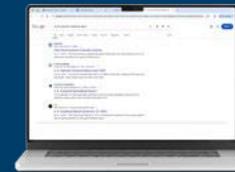
PDF Downloads



Landing Page



Social Posts



Search Optimization



Social Advocacy



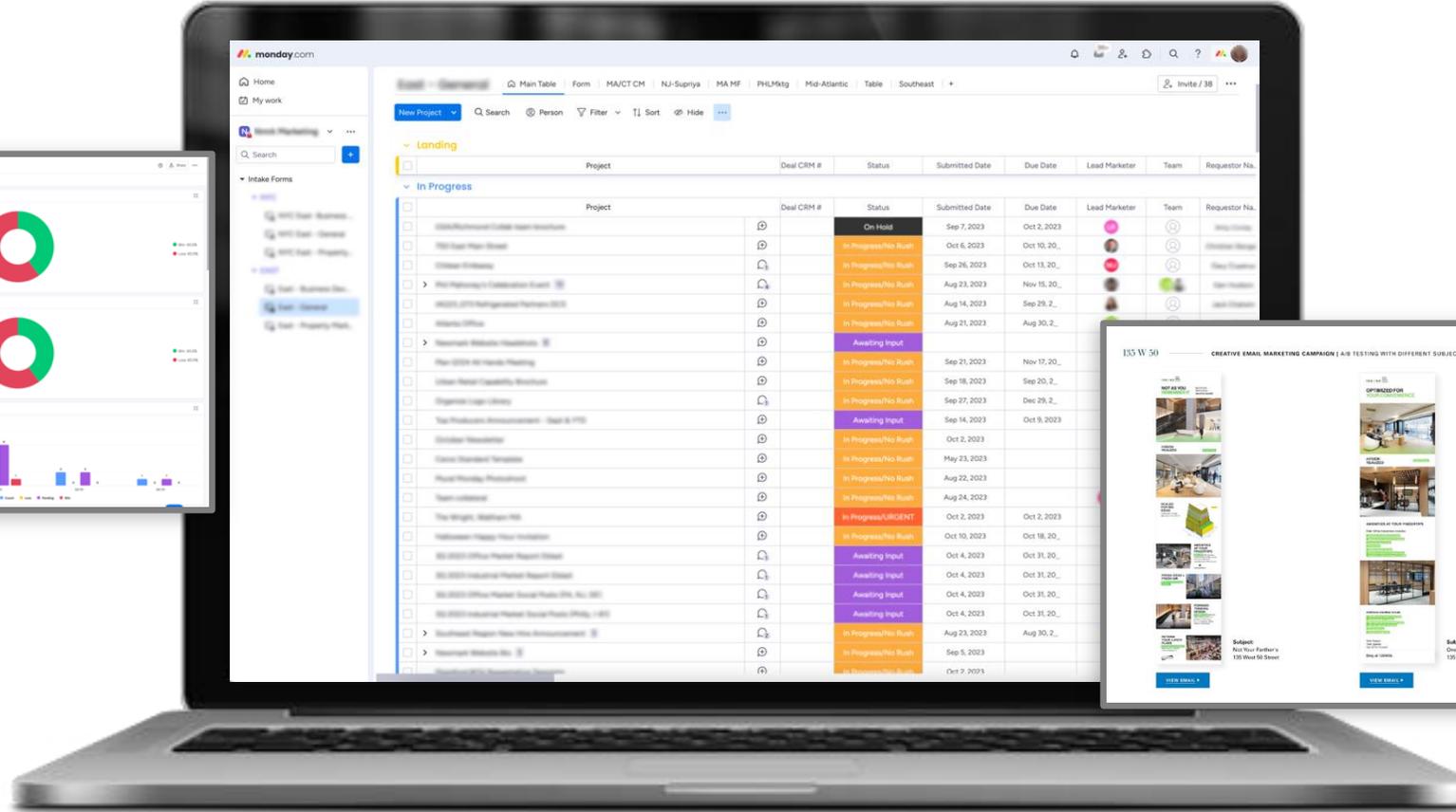
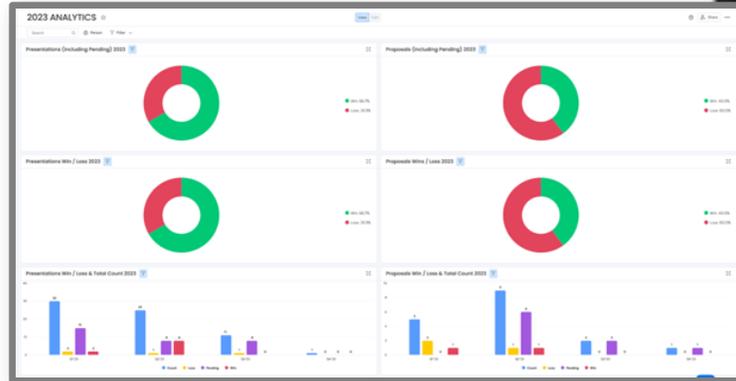
Remarketing

EXTERNAL ACTIVATION

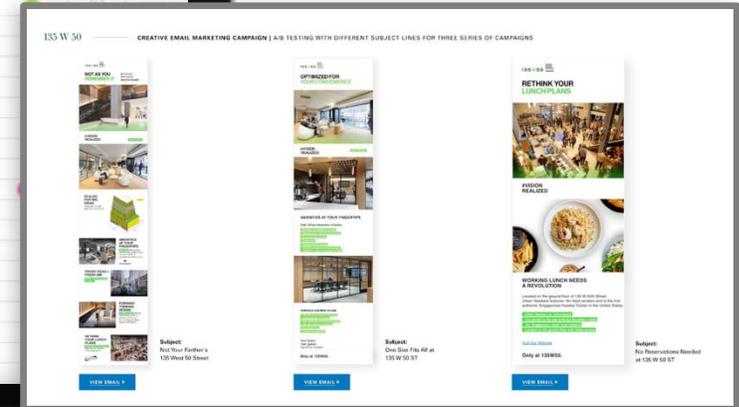
“What is the marketing
intake process?”

It Starts with Tracking - Right Resources, Right Opportunities

WIN/LOSS



BEST IN CLASS



MONDAY.COM TRACKING

NEWMARK

NEWMARK

What's the best way to
get up to speed on
Newmark's offerings?

NEWMARK



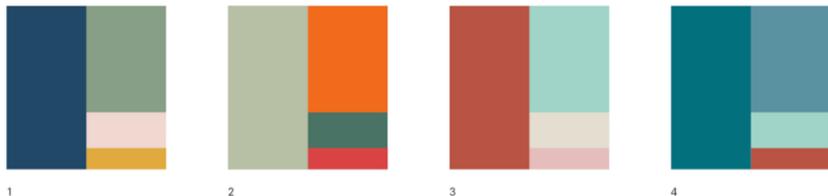
Q. “What if I need quick-turn custom support?”

- 12 refreshed design concepts in InDesign
- 28 color palettes categorized by brand direction
- Showcases optionality and inspirational mockups



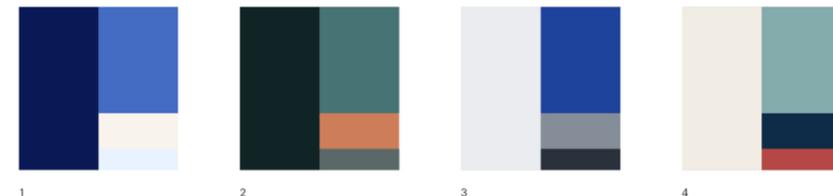
ECLECTIC ESSENCE

Each palette mixes vibrant and muted tones, drawing inspiration from diverse landscapes and retro aesthetics, perfect for creating a playful yet sophisticated atmosphere.

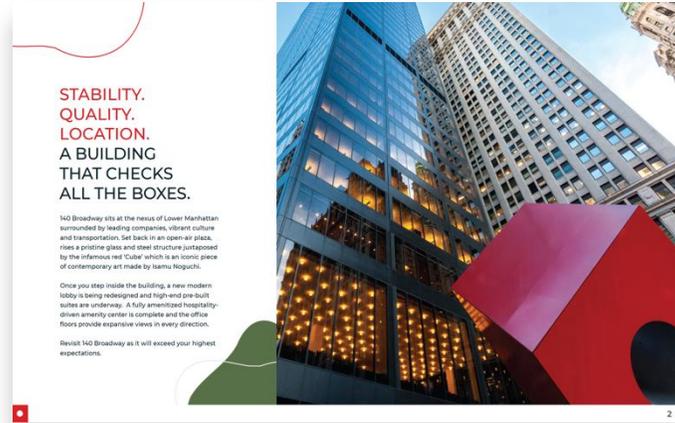
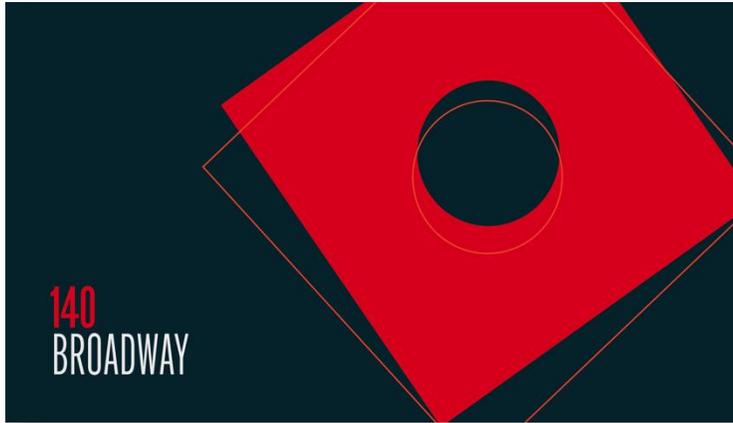


MODERN HARMONY

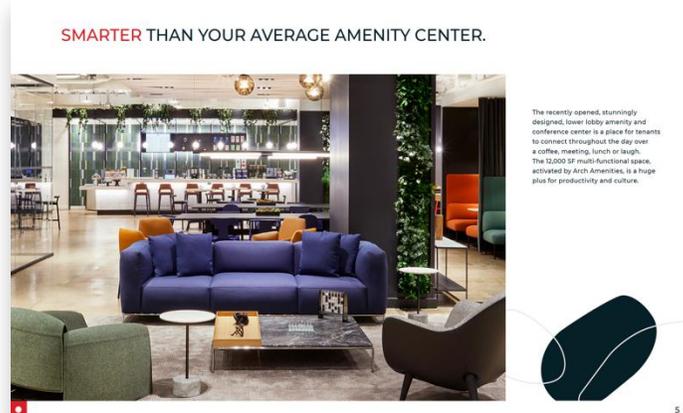
A blend of rich, grounded hues and cool, refined tones. Each palette offers a distinct mood—Clean, warm, sleek, or inviting—ideal for modern spaces that balance style with comfort.



Q. “What if I have an above threshold pursuit?”

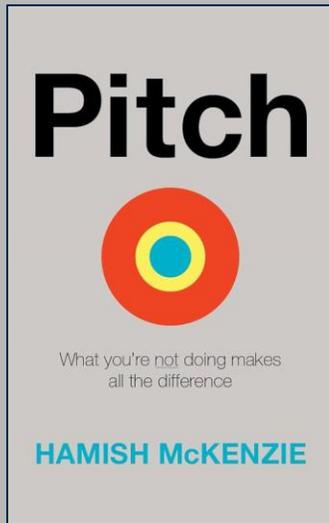


Bespoke Design
+ Strategic Support



Newmark's Pitch to Win Approach

Q. “What is Pitch to Win?”



CONSULTATIVE SELLING



Playbook and Training Videos
Bespoke Coaching Available

Q. “How does Pitch to Win work?”

DIAGNOSE THE CLIENT	ONE	Analyze the opportunity	<p>DIAGNOSE THE CLIENT</p> <p>These steps are a prerequisite to Pitch SSP as this philosophy is based on:</p> <ol style="list-style-type: none"> 1. The fact that individuals make decisions, not companies. 2. A formal proposal is defined as a solution or a course of action in response to a need. <p><i>Target your pitch effort by understanding your prospective clients better than anyone else</i></p>
	TWO	Diagnose the business	
	THREE	Diagnose the decision makers	
	FOUR	Accelerate the relationships	
	FIVE	Assemble the right team	
STRATEGY, STORY, PREPARATION	SIX	Develop the win strategy, value proposition and the story	<p>PITCH SSP PROCESS</p> <p>Formulate your Strategy <i>Goal: To come up with a concise statement of your strategy that answers the question, Why should the client choose you?</i></p> <p>↓</p> <p>Plan your Story <i>Goal: To develop a convincing argument that persuades the client why you can meet their needs better than the competition.</i></p> <p>↓</p> <p>Prepare your Presentation <i>Goal: To prepare a seamless presentation that helps you tell your story with clarity, confidence and authority</i></p>
	SEVEN	Create & hone the presentation	
	EIGHT	Rehearse, rehearse, rehearse	
	NINE	Deliver a great performance	
DEBRIEF	TEN	Close, follow-up and debrief	Prepare a thoughtful client follow-up and debrief internally.

STEP-BY-STEP PURSUIT PLAYBOOK

AGENCY LEASING

BROKER PROVIDED

MARKETING PROVIDED

Pitch to Win: Kick Off

*Why should the client choose you?
 Not because you're the greatest or put on a dazzling presentation. Because you understand their needs best and formulated the best strategy to meet those needs!*

Pre-Kickoff Meeting

ANALYZE THE OPPORTUNITY

Property Name	
Client (Landlord and/or Owner)	
Deliverable Type (RFP/Presentation)	
Client Due Date/Presentation Date	
Rehearsal Dates (schedule 3)	
Total SF / Vacancy	
Newmark Broker(s)	
Gross Revenue Potential (12 month period)	
Who else is pitching the business and what do we know about them? Is there an incumbent?	
Location (Room setup, AV, etc.)	
Client Attendees/Audience	
Broker SPOC – spokesperson for the broker team	
Marketing SPOC – the project manager and Broker SPOC liaison	
Market Leader	

DIAGNOSE THE BUSINESS (Newmark IQ)

Asset story (include relevant history, location, challenges, opportunities)	
Top amenities	
Competitive set	
Property management	

DIAGNOSE THE DECISION MAKERS

Decision makers and titles	
Existing broker/client relationship(s)	
What criteria will they use and what does the decision-making process look like for the client?	

DIAGNOSTIC KICK OFF WORKSHEETS

Leverage NewmarkAI to Diagnose the Client in Minutes



How can I help you today?

Persuasive Property Email
Generate a persuasive email introduction for a new commercial property listing

Impactful Elevator Pitch
Generate a short and impactful elevator pitch to use at networking events

Understand the Client Problems
of the RE professional you are selling to

Market Overview
of Atlanta, GA appeal to Fortune 500 company

How can I help you today?



New Event! Property & Market Overviews
Master NewmarkAI in 10 Weeks

Dropping new content every week, including AI prompt videos and live discussion series

This week, in just 3 minutes, master **Property & Market Overviews** in NewmarkAI:

Quick Hit Instructional Video



Live Discussion

 **Jared Spohrer**
Special Guest



06 NOVEMBER THURSDAY
11:00 PT | 1:00 CT | 2:00 ET

ADD TO CALENDAR

a few more things...

Q. “How can we get more exposure for our property listings?”



NEWMARK México Soluciones Propiedades Tendencias Investigación Contacto

Panorama Industrial en América del Norte 2025

Este reporte analiza el panorama actual del mercado industrial en América del Norte, abogando los factores que generan incertidumbre a corto plazo y las tendencias que impulsan su crecimiento a largo plazo, así como las oportunidades derivadas de la reconfiguración comercial.

Conoce más

Properties

Explore all Newmark property listings.

Search by address, city, or zip

Find by

Type Sale or Lease State

WEB SEARCH

Property Name
123 STREET NAME
CITY, STATE

Area
Ut alia sed quibusam

Rental Rate
Dolore ma sintero comminam et ut aut

Possession
Ut alia sed quibusam, si omnis

Term
Ut alia sed quibusam, si omnis et quam dolest

Property Type For Lease
Aut que et, occur con

Property Highlights

- Is porcorri illentis quam ipsa vent fac
- Is porcorri illentis quam ipsa vent fac
- Is porcorri illentis quam ipsa vent fac

For information, please contact:

Rebecca Lashmore 716 Con Ave 1 888-500-0000 rebecca.lashmore@gtl.com	Rebecca Lashmore 716 Con Ave 1 888-500-0000 rebecca.lashmore@gtl.com	Rebecca Lashmore 716 Con Ave 1 888-500-0000 rebecca.lashmore@gtl.com
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The information contained herein has been obtained from sources deemed reliable, but has not been verified and no guarantee, warranty or representation, either expressed or implied, is made with regard to such information. Terms of use in issue and availability are subject to change or withdrawal without notice.

FOR LEASE
PROPERTY NAME
123 STREET NAME
CITY, STATE

NEWMARK

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Property Details

Liquibus mato que dicit fugiat aut dillum eu, ornabit ut et harum verendunt dillum nam a sagittis ut ma veneniam maec, aut de ea uterit, cum ornabit. Elitit ut re nullidit dillum dillum ornabit. Sita ut ornabit fugiam, ornabit. Orn de et ut ut prole et ut, a dicitur et ornabit ornabit que dicitur magis, sagittis lito.

XXXX MARKET	XXXX YEAR BUILT
XXXX SF NET RENTABLE AREA	XX FLOORS
XXXX SF AVERAGE ASHING RATE	XXXX% CURRENT OCCUPANCY
XXX PARKING SPACES	XXXX SF IN PLACE NOI

Tenant Details

TENANT #1 PROFILE

- Suite #
- Total Size
- Lease Expiration
- Credit Rating
- Website

TENANT #2 PROFILE

- Suite #
- Total Size
- Lease Expiration
- Credit Rating
- Website

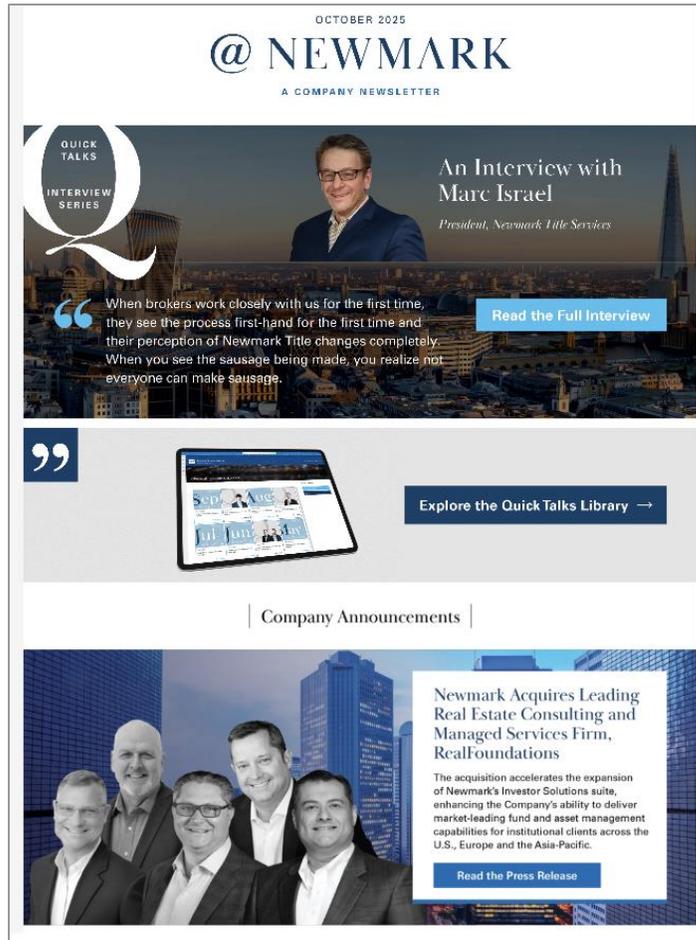
TENANT #3 PROFILE

- Suite #
- Total Size
- Lease Expiration
- Credit Rating
- Website

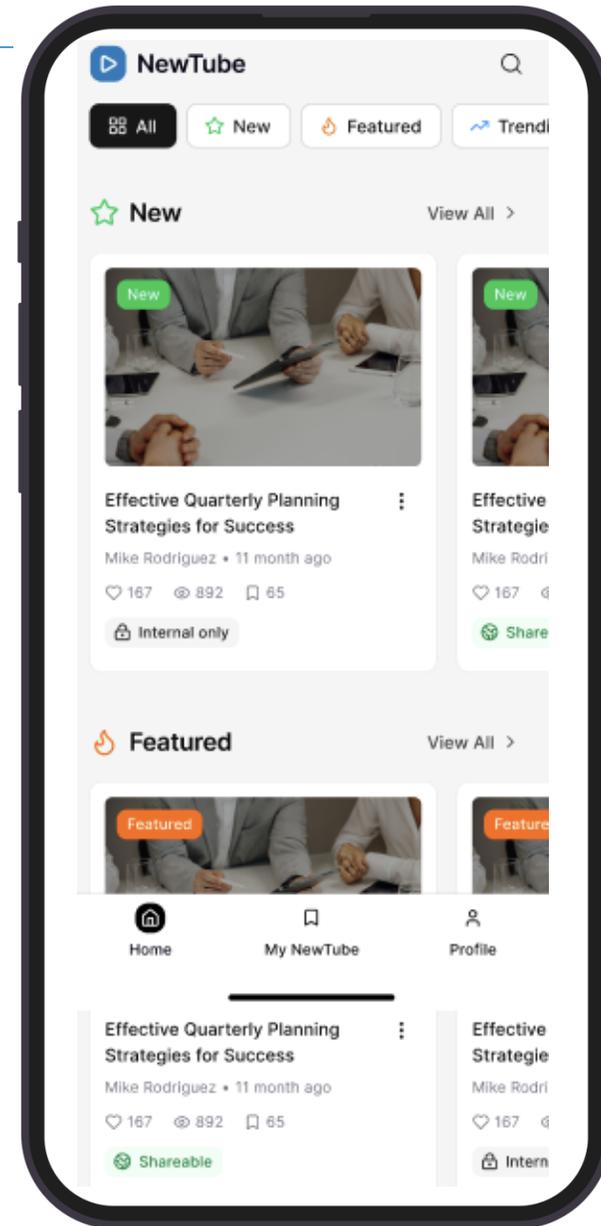
Location Map

AUTOMATED PROPERTY FLYER, EMAIL AND WEBSITE

Q. How can we stay connected and informed?



@NEWMARK
MONTHLY GLOBAL E-NEWSLETTER



COMING SOON
NEWMARK'S IOS AND ANDROID APP

Follow and Share our Social Content

Consistency

NEWMARK



Costa Rica se consolida como un mercado clave para la inversión hotelera.

Costa Rica sigue atrayendo la mirada de las principales marcas hoteleras del mundo.

LEA MÁS ▶

Conecta América Latina 2025



NEWMARK nmk.lat

Ep. 04

¿Qué nos dicen los datos del 2Q 2025 sobre el mercado industrial en Ciudad de México y Monterrey?

YA DISPONIBLE



Territorio Inmobiliario

NEWMARK

Relevance

TIJUANA - MERCADO INDUSTRIAL 3Q 2025

Tras años de expansión acelerada impulsada por el nearshoring, el mercado industrial de **Tijuana muestra señales de transición** hacia una etapa de estabilidad y eficiencia.

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NEWMARK INDUSTRIAL

Proyecto sigue creciendo



60% ↑
de avance en la obra

Asegure su espacio en el Centro Logístico Calle 10

- Ubicado en Lázaro, Heredia
- Bodegas de 1,746 m² a 10,058 m²

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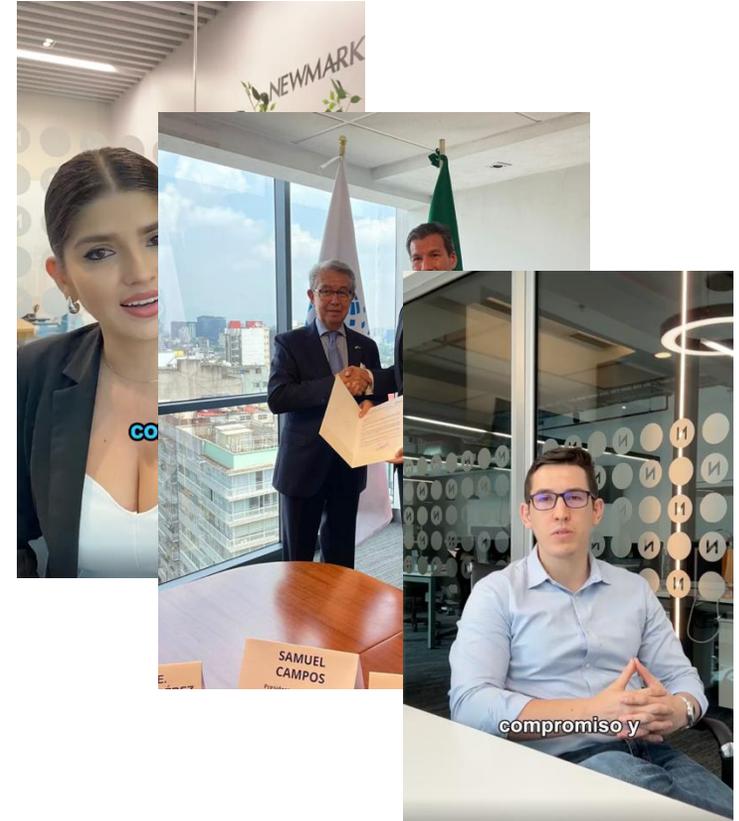
NEWMARK RESEARCH

Datos clave del corredor Santa Bárbara

Este corredor parte del CBD de Bogotá es reconocido como uno de los más apetecidos en el mercado.



Authenticity



compromiso y

Expand Awareness: Video Support Now Available



Differentiate

TAGLINE

Engineered to *Excel*™

Enfocados en la *Excelencia*

MISSION

Newmark is purpose-built to accelerate excellence.

A wide-angle photograph of the New York City skyline at sunset. The sun is low on the horizon, casting a golden glow over the city and reflecting on the water in the foreground. The sky is a mix of blue and orange. The word "NEWMARK" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

NEWMARK

A blurred photograph of a modern office hallway. The scene is captured from a low angle, looking down a long, brightly lit corridor. The floor is made of large, light-colored square tiles. On the left, a wall of large, grey, rectangular panels runs vertically. On the right, a glass wall reflects the interior and the people walking. Several people in business attire are walking away from the camera, their figures blurred to convey a sense of movement. Large windows on the right side of the hallway offer a view of a modern building and lush green trees outside. The overall atmosphere is professional and dynamic.

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