

## Next Gen Brokerage Tool Launched by Marcus & Millichap

CALABASAS, Calif.--(BUSINESS WIRE)-- Marcus & Millichap (NYSE:MMI) today announced the launch of its next generation proprietary brokerage tool, MNet-Offering, a web-based application designed to support sales agents in the most efficient creation of electronic and print materials, notably, offering memorandums and asset valuations that are critical to help clients in the investment decision-making process.

"MNet-Offering provides tremendous analytical and presentation capabilities that support our agents' interaction with and work product for our clients," said Gregory LaBerge, Marcus & Millichap's chief administrative officer responsible for overseeing the launch. "MNet-Offering is browser-based, enabling mobility, and it has a financial modeling component built to handle complex property valuation and analysis. Investment returns can be calculated based on the goals and objectives of each client and then matched to existing investment opportunities," LaBerge continued. "Agents throughout the firm use MNet-Offering materials to invoke our time-tested, structured sales process to support decision-making, marketing and sales or refinancing for our clients."

"The main benefit of the new system for our agents' productivity is the advanced and user-friendly operations and interface of MNet-Offering," said Ken Sayward, Marcus & Millichap's chief information officer. The print output also has a modern and attractive form for our clients. We've become especially adept at synthesizing feedback that we receive from our agents and clients and creating and honing productivity tools to meet their needs. The responses we're getting on MNet-Offering, which is a proprietary tool available only at Marcus & Millichap, have been extremely positive. The greater efficiency of MNet-Offering allows our agents substantially more time to focus on advising, supporting and executing for our clients."

"MNet-Offering is one of several initiatives under way to enhance our brokerage tools, agent support and client services," LaBerge added. "It's in keeping with our tradition of innovation and investment brokerage specialization."

### **About Marcus & Millichap (NYSE: MMI)**

*With over 1,600 investment sales and financing professionals located throughout the United States and Canada, Marcus & Millichap is a leading specialist in commercial real estate investment sales, financing, research and advisory services. Founded in 1971, the firm closed over 8,700 transactions in 2015 with a value of approximately \$37.8 billion. The company has perfected a powerful system for marketing properties that combines investment specialization, local market expertise, the industry's most comprehensive research, state-of-the-art technology, and relationships with the largest pool of qualified investors. To learn more, please visit: [www.MarcusMillichap.com](http://www.MarcusMillichap.com)*

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