

Wednesday, February 17, 2021



Dear Juliet,

I want to let you know about a couple of opportunities for you to market your town to the business and real estate communities. These opportunities were announced at the AdvanceCT Partners Meeting this morning, and I encourage those of you not attending these meetings to reach out to my colleague, Sadie Colcord (scolcord@advancect.org), to be added to the invite list.

First, AdvanceCT is partnering with DECD to launch a new creative campaign to promote Connecticut, which will be ready to launch in less than a month. We will be kicking off this campaign with a spread in *Site Selection Magazine*, Connecticut's first spread in more than 15 years. The magazine is one of the longest standing and most trusted resources of economic development news and information in the market, and it will be an excellent forum in which we launch our creative campaign and showcase Connecticut to a global audience of real estate decision-makers and site selection consultants. We would like to highlight your community in this spread. If you are interested in participating, please contact our Site Selection sales manager, Mike Glennon, at 404.403.8678 or mike.glennon@conway.com by noon tomorrow (2/18). Time is of the essence, so please get in touch with Mike as soon as possible.

Another exciting opportunity for you to promote available real estate opportunities in your community is AdvanceCT's shift to a **free Municipal Membership with SiteFinder**. For those of you who are not familiar with [SiteFinder](#), it is the most comprehensive commercial real estate database dedicated to opportunities in Connecticut. With your free membership, you have access to the following benefits:

- Unlimited free listings of municipally-owned properties
- Up to five free listings of privately-owned properties
- Access to the Active Needs section of the database
- Active Needs email notifications
- Pay-per-listing approach for more than five privately-owned properties

We are hoping to see more engagement from municipalities to ensure this database is as representative of Connecticut's commercial real estate inventory as possible. As AdvanceCT often has to respond quickly to inbound real estate requests from companies interested in Connecticut, we hope to look to SiteFinder as an accurate

first cut of what opportunities are available. Further, the Active Needs portion of the website highlights opportunities that other brokers are seeking on behalf of companies they are working with. This offers you the ability to respond directly to those brokers with properties in your community that might fit that need.

You can register for your free membership [here](#), and please reach out to my colleague, Erron Smith, at esmith@advancect.org with additional questions about SiteFinder's capabilities.

Cheers,



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