

CONSULTING SERVICES

for

The SHARED OFFICE INDUSTRY



**SONNY
MOYERS**

REALTOR® & Broker



Knowledgeable • Experienced • Trustworthy

The
O'Dea Moyers
GROUP



OVERVIEW *of* COMPANY

Sonny Moyers, President of The O'Dea Moyers Group, earned a Bachelor of Science Degree in Management, with a Minor in Communications from Abilene Christian University. This education, combined with a Masters of Science Degree in Behavioral Theory & Psychology, makes Sonny uniquely qualified to assist organizations to excel. A thirty-year background in real estate and experience in all aspects of tenant representation make Sonny a logical choice for assisting in your shared office business. Since 1986 Sonny has been a leading consultant to the executive suite industry in the world. He has consulted in 20 countries, to many of the leading operators in the world, and has trained over 4000 people world wide on his sales and marketing concepts.

Professional experience includes assignments with:

AT&T
Ericsson of Sweden
Southwestern Bell
Telephone Company

Moyers, during assignments with various corporations, managed high tech support groups, held the position of Industry Manager with an annual sales quota

of over 100 million dollars, and was responsible for Quota Setting Methods, Account Management & Account Planning for Southwestern Bell Telephone in the State of Texas. In the latter assignment, he was responsible for developing the Quota Setting Methodology for the assignment of an annual quota of over one billion dollars. While at Ericsson Network Projects, Inc., he developed a National Penetration Strategy for Ericsson in the U. S. Markets. He reported directly to a unit President and trained Ericsson personnel on U S Marketing Strategies and Tactics.

In his last corporate assignment at AT&T (ShareTech) Sonny was selected to serve on the National Dissolution Team and was the last employee of ShareTech. In this capacity he traveled throughout the United States and negotiated settlements with Clients and Landlords, allowing AT&T to close ShareTech at the end of 1985.

In 1986 Sonny began consulting to real estate related companies throughout the United States, Canada, Europe and South America. Consulting assignments took Sonny to over 20 different countries. In 1992, Moyers envisioned and created the Alliance Business Centers

Network. This Network became the largest independent network of executive suite business centers in the world. It included over 165 locations throughout the world and consisted of almost 2.5 million square feet of office space. Moyers managed and directed the project until 1996 when he turned the project over to its owners and focused on Commercial Real Estate Brokerage and Consulting.

Moyers is a licensed Texas Real Estate Broker, is a member of the Greater Dallas Association of REALTORS, and is a member of the Greater Dallas and Frisco Chambers of Commerce. Sonny has worked extensively with tenants in large office buildings as a Commercial Broker and Real Estate Advisor. Sonny has participated in the negotiation or re-negotiation of over 150 leases in the United States, Canada, and Europe. In January of 2000, Sonny combined OMG with a new venture, The O'Dea Moyers Group. The company provides Residential and Commercial real estate services to clients under the brand name of Ebby Halliday, REALTORS. Ebby Halliday, REALTORS is the 9th largest independently owned residential real estate company in the United States. Moyers is Honorary Past President of the Frisco Association for the Arts, a nonprofit Board and participates in many community activities. He is also a member of the North Texas Commercial Association of REALTORS.



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CHALLENGING TIMES

Today, the executive suite industry faces challenging times. Much like the early 1990's, the industry is for the most part, unprofitable. The dotcom bust combined with a general recession has left the industry in a state of depression in most markets. The leading players in the industry are in bankruptcy, or closing locations, or looking for a way out.

The future of the industry is uncertain. In these uncertain times, owners and operators need someone who is objective, knowledgeable, and creative.

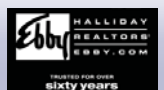
Leases need to be reviewed and where possible, re-negotiated. There needs to be a new emphasis on service. Perhaps most importantly, owners and operators need to find a new sense of direction for their companies and themselves. Staff members are waiting for someone to step forward and direct them to the future.

Sonny Moyers has been through the best of times and the worst of times with his clients in this industry. He has visited well over 1500 business centers and executive suites in the world. Sonny has negotiated well over 150 leases and has developed business and marketing plans for over 100 operators.

The challenges of today need not be faced alone. Sonny has experience, knowledge, creativity, and the ability to motivate you and your TEAM to succeed. When considering what actions need to be taken, your first call should be to Sonny Moyers.



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PROFESSIONAL SALES & MANAGEMENT TRAINING

Sonny Moyers is a highly motivational and popular speaker. He has spoken at various industry association meetings throughout the world. As an industry consultant to the shared office industry, Sonny has visited over 1500 shared office facilities. Eighteen years of consulting and significant core research has resulted in the development of the most widely taught sales training programs in the shared office industry. Sonny has taught in over twenty countries and throughout the United States.



Workshops At A Glance

“Casting The Marketing Net” - Sales Training For Sales Directors

“Team Selling For SuperStars” - TEAM Sales Training For Staff Members

“Becoming A SuperStar” - Advanced Sales Training For Sales Directors

“The Client Care Workshop” - Client Care Workshop For The TEAM

“The Leadership Symposium” - Leadership Training For Managers

The **“Casting The Marketing Net”** seminar is an industry specific sales training program that was developed by Sonny Moyers. In this program, Sonny introduced the concepts of “Center Readiness” and the “Seven Step Sales Process.” These concepts have become standards within the industry. This training workshop teaches fundamental sales concepts for Leasing and Sales Managers.

“Team Selling for SuperStars” is the first training in the industry that is designed for the entire center staff.. The objective of this one day seminar is to teach each member of the staff how to support the Team sales effort. The program is highly interactive utilizing role-plays at each department, and involves each attendee in the sales process. The training program is highly motivational and inspires TEAM members to increase their productivity.

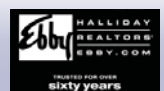


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"Becoming a SuperStar" is an advanced sales training seminar for experienced owners and managers who have mastered the concepts taught in the "Casting the Marketing Net" seminar. The training concentrates on negotiation and closing techniques through intensive role plays. Attendees who successfully complete this training demonstrate that they are the best in the industry. This program teaches sales executives how to overcome price issues, compete against low priced competitors, and deal with lease renewals.



We Simplify The Complex !



"The Client Care Workshop" is a one day program that works with the center TEAM to learn how to deliver "Great Client Care." The program focuses on personalized, customized, and individualized client care for the top 20% of our clients that provide 80% of our service revenues. During the past five years, many operators have "let down" on providing great service because occupancy was high and managers were too busy to provide a high level of service. It's time to get back to basics. Professionalism is Value!

"The Leadership Symposium" is a workshop designed to teach managers and key TEAM members leadership skills. The workshop will broaden many managers perceptions regarding management style, how to get things done, and what is true leadership in a leaderless world. Never have we needed true leaders more than we do now. Each TEAM member must help to lead us out of this recession and into the next boom cycle.



Sonny has worked extensively to develop sales strategies that incorporate the Internet. His work with large organizations in this area has established Sonny as a leader in sales development programs that utilize the Internet in the rapidly expanding area of E-Mail Fulfillment.

General seminars on inside sales, sales professionalism, telemarketing, account penetration strategies, competitive intelligence management, interpersonal relationship management, conflict management, and long-term planning are also available in the OMG curriculum.

Many owners have given up on the Internet as a marketing tool. That is unfortunate since it is one of the most cost effective marketing tools available in a period of limited cash flow for marketing.



The world is changing
and OMG is leading in
the change!

TELEMARKETING TRAINING & CONCEPTS

During his tenure at Southwestern Bell Telephone, as well as in later assignments with Ericsson of Sweden and AT&T, Sonny Moyers wrote numerous telemarketing theory documents and strategy statements. Sonny wrote most of the conceptual materials that were included in the Account Executive Telemarketing Training Course taught by AT&T to its Account Executives at the AT&T National Training Facility in Cincinnati, Ohio.

This understanding of telemarketing as a market coverage vehicle, as well as a history of successful telemarketing by OMG to its targeted markets, further demonstrates the ability of OMG to bring Telemarketing Solutions to its clients.

Sonny has re-defined how incoming calls should be handled, and has applied outbound telemarketing concepts to methods and practices of handling incoming calls. The result of this training assures that each prospect call is handled professionally. Sales executives are taught to use "power phrases" that increase their sales effectiveness on incoming calls.

Sonny Moyers, in recent years, has developed some of the most comprehensive sales training on how to network and marketing over the telephone. Now that long distance rates are lower than ever, it is the perfect time to use telemarketing to reach prospects outside of the local area.



**"Our success is a result
of providing superior
service to clients
throughout the world!"**

Sonny Moyers

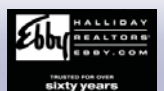


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LEASE NEGOTIATIONS & RE-NEGOTIATIONS

As a licensed real estate broker in Texas, Sonny Moyers has assisted numerous clients in the negotiation and re-negotiation of leases for shared office facilities as well as traditional space. One such negotiation was in Dallas where OMG provided documentation to a shared office operator that resulted in a \$10,000 reduction in monthly lease obligation. This successful experience in lease negotiation in the shared office industry provided OMG with insight into the unique characteristics and the critical issues that must be dealt with in regard to lease issues within the industry.



OMG has worked with shared office owners and operators in a Broker capacity within the state of Texas. Due to real estate licensing restrictions, Sonny Moyers operates as a consultant to either the tenant or Landlord outside of Texas.

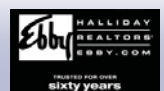
OMG has represented shared office operators in start-up situations, close-down situations, and re-negotiation of existing lease obligations. Over 150 negotiations have been completed with extremely positive results. Privacy issues make it impossible to provide details of negotiations, but references are available. Each reference will be able to disclose details at their discretion. Sonny has also assisted clients in the evaluation of markets and selection of sites for the operation of a shared office facility.



OMG has assisted Landlords in selecting shared office operators for their buildings. A detailed financial and managerial analysis is conducted to ensure that the shared office operator is a quality operator who will bring benefit to the building. In addition, OMG has assisted Landlords in arranging for the transfer of a shared office business from one operator to another. A high level of attention to detail and a clear understanding of the potential pitfalls is critical to ensure a smooth transition period. OMG has also assisted shared office operators who desire to close a business or a location. Sonny has provided operators with expert advice on close-down procedures and practices to avoid potential costly litigation.



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SONNY MOYERS HAS SEEN IT ALL

The practical experience gained from these negotiations provides OMG with a unique understanding of the reactions, needs, and concerns of the shared office operator. In addition, OMG has a clear understanding of the exclusivity clauses, right to use clauses, operating expense clauses, and marketing issues statements that are critical to the mutual long-term success of the building and the shared office operation.

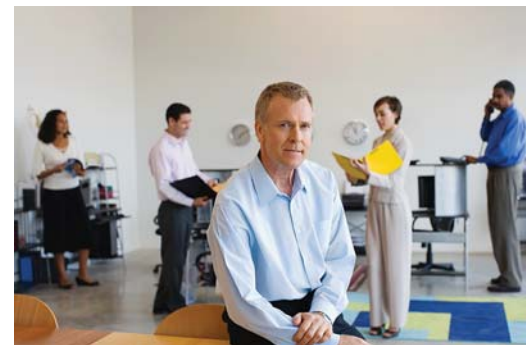
While the typical commercial real estate broker may possess talent and skill, the typical real estate broker most likely has had limited experience compared to OMG in negotiations involving shared office facilities. OMG can assist asset managers and real estate professionals in demonstrating to owners the benefits of a shared office facility.



NEGOTIATION

A negotiation is often won or lost because of the negotiator's ability to concentrate and focus on the transaction from the beginning of discussions to the signing of agreements. When Sonny represents you, he is focused on your transaction and can "outlast the opposition," allowing you to focus on the deal points and outcome of discussions, not the emotion of the other party's pitch. Sonny remains objective, calm, and mindful of the goals that have been established.

Sonny has 30 years of experience in negotiations of many types of transactions. He is familiar with the lease terminology and can communicate clearly with your attorney and legal support to assure that the deal points are clearly defined.



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MERGERS & ACQUISITIONS

Sonny Moyers was instrumental in the transaction that brought together the highly successful marketing merger resulting in the formation of the ALLIANCE Business Centers NETWORK. In four short years, ALLIANCE became the largest NETWORK of shared office operators in the world. With over 160 locations worldwide, ALLIANCE controls real estate in excess of 2,000,000 square feet.

OMG assists owners in selling their operations, and in other cases restructuring their operations, to take advantage of the dynamic environment of the 90's and beyond. In numerous transactions, Sonny has assisted owners of shared office facilities in buying out other owners.

Sonny has extensive experience in partnerships, buy-out agreements, and assessing businesses to determine their value. Management Consultant Services has developed the Management Consultant Services Business Center Valuation Model which is the most sophisticated valuation model in the industry. This model provides owners and potential investors a realistic and practical method of determining the value of their businesses.



Sonny brings people together to achieve results!



Success doesn't just happen as a result of wishful thinking.

Expect results!

BUSINESS PLANNING

The *OMG Planning Methodology* is a hybrid planning method developed to assist top management in the planning process. The methodology was modeled after planning processes used by AT&T, IBM, and Xerox.

Sonny was responsible for writing the Marketing Plan for Southwestern Bell Telephone Company operations in Texas in the early 1980's. Plans that included annual revenue objectives of over one billion dollars, and organizations as large as 12,000 people were developed. Sonny had previously written a number of business and marketing plan documents for divisions within Southwestern Bell. While serving as the staff writer on the Vice President's Task Force, Sonny broadened his view of business and marketing planning concepts.



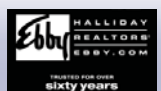
This experience, combined with a life-long study of business and marketing issues, provided a background from which the OMG Planning Methodology was created.

Business consulting experience and an understanding of various business enterprises combine to provide clients with a new perspective of how to improve business results and increase revenue production. The OMG perspective is much broader and can provide valuable insight into various aspects of management and marketing. Business and Marketing Plans have been written for numerous clients throughout the world.

These business and marketing plans represent an on-going development of knowledge and practical experience. Through established, long-term client relationships, OMG has been able to evaluate the effectiveness of these plans over time. This assists OMG to modify and improve each future plan. Management Consultant Services has written marketing plans for a number of highly successful operators in the shared office industry. The ALLIANCE Business Centers NETWORK, International Office Centers of Chicago, InterOffice, Executive Office Group (ALLIANCE Business Centers), Arbor Office Suites (ALLIANCE Business Centers), and Western Corporate Business Centers have all benefited from this business planning process.



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CONTACT INFORMATION

In order to provide great service, this list of contact numbers and names is provided. Please feel free to call us at any time. No opportunity is too small when beginning to provide a new service to clients. We look forward to working with you in this exciting and lucrative area.



The O'Dea Moyers Group

Our Executive Assistant is usually available to answer our main telephone number and can help you find Sonny when you need him.

Office: 972-464-4110

Fax: 972-733-9549

Cellular: Sonny 469-261-5715

email: sonny@EbbyCommercial.com

web site: www.EbbyCommercial.com

Primary Office Address:

1415 Legacy Drive

Suite 100

Frisco, Texas 75034



Our offices are located on Legacy Drive just North of Highway 121. Our building is a three-story building and we are located on the first floor.

Emergency Contact Information:

Our voice mail system automatically pages us if you call. We attempt to answer pages immediately, but cannot always do so when we are with someone in a meeting or negotiation. If we do not call you back in a reasonable time, simply leave a message with any of our Group members and they will assist you in any way possible.

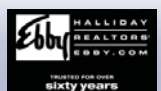


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I hope you will take the time to review this document in detail. As you can see, my clients know that we are committed to their success in real estate transactions.

SONNY MOYERS

The Singular Solution...

For Every Move That You Make!

"The most important thing that you provided me in my negotiation with C B Richard Ellis, was confidence. I did not have the experience and you provided me with a clear vision of what we needed to do to complete a transaction that was critical to my future success. Thank you for your professionalism, experience, and commitment to me as my Tenant representative."

George Zahn
Penthouse Suites
Irving, Texas
972-445-4100



"The expertise you provided in negotiating my real estate contracts and advice you gave me on working with the attorneys involved saved me thousands of dollars. Your skill in negotiating our operating agreement with the Landlord had a major impact in the way we do business and the overall "wellness" of my business."

Cyndee Tate Bell



Sonny

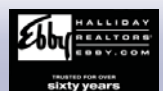
"If I had only one draft pick in this life to help me reach my goals-you would be at the top of my list!

Regards and Best Wishes for your future success!"

Norm George

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TRANSACTION EXPERIENCE

As a licensed real estate broker in Texas, Sonny Moyers has assisted numerous clients in the negotiation and re-negotiation of leases for office facilities. Sonny has served as an expert witness in two legal cases involving Commercial Real Estate. As a Consultant, Sonny has been asked by building owners and tenants to provide search assistance, negotiation support, and general advice in almost all areas of real estate management. Sonny has worked in almost every major market in the United States. He has consulted in Calgary, Vancouver, and Toronto. Sonny has assisted in lease negotiations in the United Kingdom, Germany, Austria, Japan, Italy, Buenos Aires, Mexico, and Canada. Sonny has provided general real estate consulting services in a number of other countries. Sonny has been a guest speaker at numerous real estate conventions and meetings.

The practical experience gained from these negotiations provides OMG with a unique understanding of the reactions, needs, and concerns of the building owners and managers. In addition, Sonny has a clear understanding of the exclusivity clauses, right to use clauses, operating expense clauses, and marketing issues statements that are critical to the mutual long-term success of the building and the tenant.

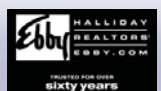
SONNY'S LIST OF NEGOTIATIONS IS LONG AND DIVERSE

25,000 Square Feet in Dallas, Texas - Preston Center
25,000 Square Feet in Plano at the Tollway & Tennyson
28,000 Square Feet in Frisco, Texas - Hall Office Park
24,000 Square Feet in Dallas at Lee Park
18,000 Square Feet in Las Colinas at the Dallas Comm Complex
24,000 Square Feet at The Madison Building in Dallas
18,000 Square Feet in Carrollton, TX
20,000 Square Feet in Downtown Minneapolis, MN
14,000 Square Feet in Suburban Minneapolis, MN
45,000 Square Feet in Downtown San Francisco, CA
30,000 Square Feet in Westwood Area of Los Angeles, CA
22,000 Square Feet in Downtown, Chicago, IL (two negotiations)
18,000 Square Feet near O'Hare Airport in Chicago, IL
24,000 Square Feet in White Plains, New York, NY
3,175 Square Feet in Vancouver, BC
24,000 Square Feet in Southern New Jersey
17,000 Square Feet in Columbus, Ohio
14,000 Square Feet in Cleveland, Ohio

Sonny currently represents a number of companies in the Metroplex. These include ABT Executive Suites, State Farm Insurance and The McMurdie Group.



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ABOUT SONNY MOYERS

PROFILE

Sonny Moyers was born in Ft. Worth, Texas, and currently lives in Frisco. After highly successful assignments with several Fortune 500 companies, Sonny established and developed Management Consultant Services into a leading sales and marketing consulting firm. Sonny and his wife, Judi, have two children and enjoy traveling extensively throughout the world. Judi is Sonny's partner in The O'Dea Moyers Group, a real estate brokerage and consulting firm affiliated with Ebby Halliday, REALTORS.

REAL ESTATE EXPERIENCE

- ◆ Has represented numerous Landlords and Tenants in the negotiation of leases in large commercial buildings.
- ◆ Has served as "expert witness" in two legal cases involving real estate issues.
- ◆ Developed the Alliance Business Centers Network from 11 locations to over 165 locations worldwide in four years.
- ◆ Successfully orchestrated the acquisition of the Global Office Network - USA.

EXPERIENCE

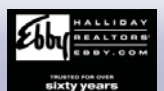
- ◆ 1974 to 1985 Southwestern Bell Telephone Company & AT&T
Communications Consultant - General Business
Account Executive - Major Accounts
Industry Manager - 100 Million Plus Annual Quota
Staff Specialist - Revenue Planning & Commitment - State of Texas
- ◆ 1985 Ericsson Network Projects, Inc. - Marketing Consultant - National
- ◆ 1985 to 1987 ShareTech, a division of AT&T - Regional Manager - Southwest
- ◆ 1987 to 1999 - President, Management Consultant Services
- ◆ 2000 - Managing Partner The O'Dea Moyers Group

EDUCATION

Abilene Christian University
Master of Science, Psychology & Behavioral Management Theory - 1982
Bachelor of Science, Management and Communications - 1974
Licensed Texas Real Estate Agent since 1971 and Broker since 1981



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MERGERS & ACQUISITIONS

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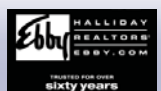
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Sonny has extensive experience in partnerships, buy-out agreements, and assessing businesses to determine their value. Sonny has developed a Business Valuation Model which is one of the most sophisticated valuation models in existence for professional services companies. This model provides owners and potential investors a realistic and practical method of determining the value of their businesses.

All of this experience assures that you have a polished and professional negotiator on your side of the negotiation table.



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REACH FOR SUCCESS!

Now is not the time or the season to be uncertain about your future in the executive suite industry. Challenging times require positive thinking, aggressive action, and a plan that makes sense. Don't wait another day to start taking control of your destiny.

Let's begin now to work together to meet your goals.



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