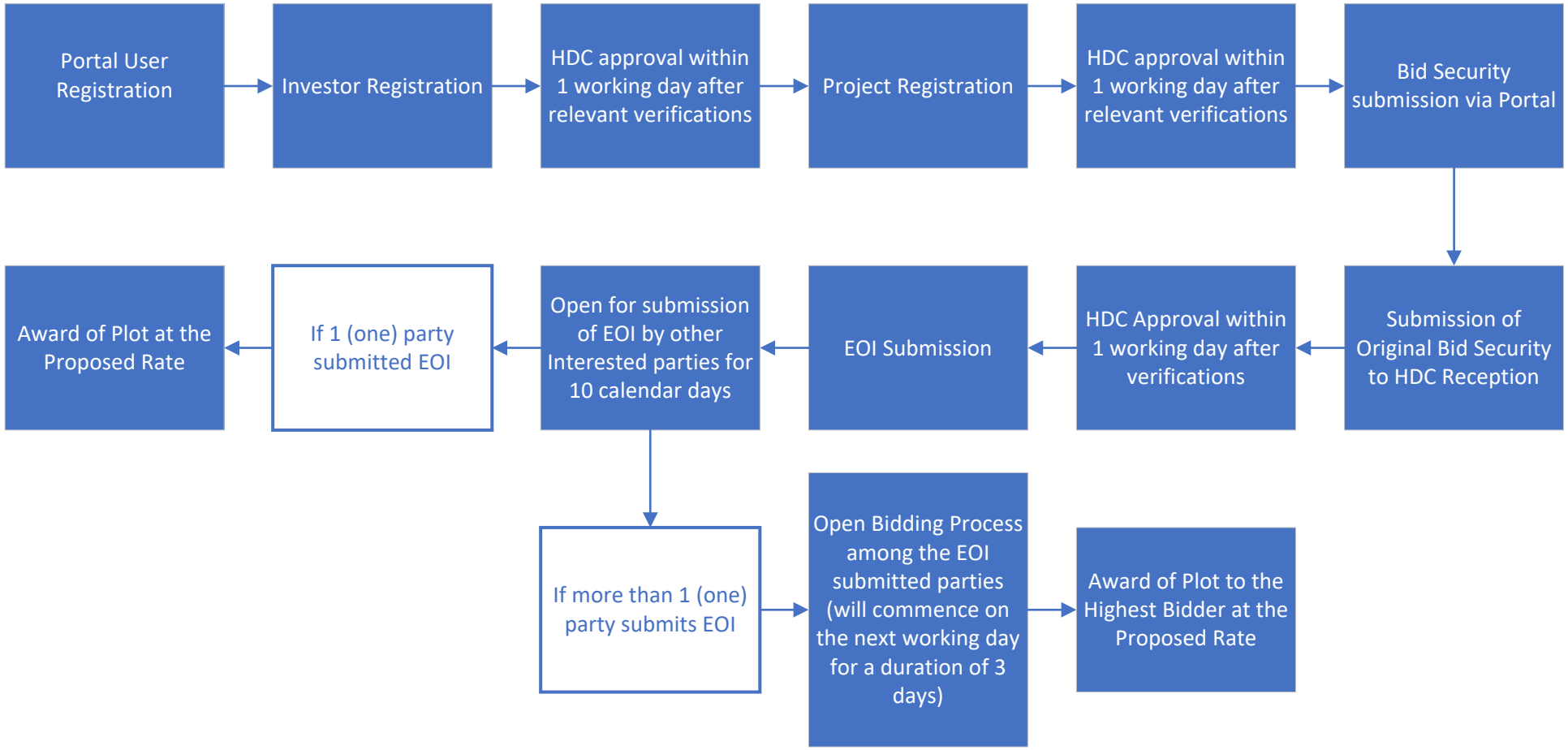2 Stage EOI Sales Process