

Introducing RERC Real Estate Solutions...

Holistic Asset Strategies Offered for Today's Challenges

By RERC Managing Director, Jules Marling, III, CRE, FRICS, MAI

Today's conditions call for both a depth of experience and new strategies for solving real estate challenges. In response to this need, we took the concept of "think tank" a step farther, and brought together some of the greatest real estate minds with some of the greatest real estate practitioners, and created a "think/action tank."

RERC Real Estate Solutions, an affiliate of Real Estate Research Corporation (RERC), has built a team of managers and advisors with hundreds of years of cumulative experience to address the complex issues associated with the valuation, management, liquidation, and improvement of distressed real estate assets. RERC Real Estate Solutions will maximize the position of owners, lenders, and investors who face commercial real estate difficulties.

Our experience gives RERC Real Estate Solutions the ability to quickly sort real estate assets into three general categories: 1) those appropriate for immediate disposition to eliminate hemorrhaging; 2) those that need a "fix" to realize maximum potential; and 3) good assets to be held or sold, depending on the client's objectives.

While the concept of assigning assets into three categories appears simple, the real challenge relates to strategy implementation, which is not easy in today's environment. RERC Real Estate Solutions combines a wide range of skills, including expertise in valuation, entitlements, management, construction, accounting, and law. One more essential ingredient completes the talent picture—"streetwise" expertise, achieved only over time and through direct, hands-on experience "in the trenches." RERC Real Estate Solutions offers clients this exceptional mixture.

RERC Real Estate Solutions was created in 2008. RERC, an SEC-registered investment advisor with more than 75 years of experience in market research and analysis, strategic valuation and consulting, litigation support, and independent fiduciary services, has also introduced a web-based portfolio and appraisal management system, particularly valuable in today's environment.

In addition to the foundation of RERC skills, experience, and resources, RERC Real Estate Solutions has recruited a seasoned group of



financing strategists, economists, reorganization specialists, and other commercial real estate experts from diverse fields, including investment banking, finance, accounting, and development.

As such, RERC Real Estate Solutions offers a systematic approach to solve problems. The approach typically follows these steps:

- ◆ Analyze the problem;
- ◆ Develop alternative solutions with consideration for property type, cash flow, and value;
- ◆ Assess alternatives using a cost/benefit analysis;
- ◆ Recommend the alternative with the best potential results; and
- ◆ Assist in implementing the plan, as required.

RERC Real Estate Solutions' distinguishes itself with the following unique combination of capabilities:

- ◆ An exceptional group of highly-qualified real estate professionals having many decades of experience dealing with a broad array of problems;



“RERC is uniquely qualified...”

Formed more than 75 years ago, Real Estate Research Corporation was founded by James C. Downs, Jr. as the country's first real estate firm specializing in both real estate research and analysis. Recognized as a pioneer in the art of real estate management and for monitoring key sections of the economy believed to influence the real estate industry, Downs conducted real estate market studies, analyses, valuations, and consultations for some of the nation's most well-known industrialists and government agencies involved with post-Depression and World War II building. RERC's studies associated with community planning, the effect of highways on the suburbs, and downtown revitalization efforts contributed greatly to the rebuilding of the U.S. infrastructure.

RERC has been assisting clients with research, strategic valuation and consulting, litigation support, and independent fiduciary services through a dozen recessions and down cycles since the Great Depression. According to Kenneth P. Riggs, Jr., RERC President and CEO for the last 18 years, “RERC is uniquely qualified to serve in this critical economic period, and with the added expertise available through the talent of the seasoned managers and special advisors associated with RERC Real Estate Solutions, we are equipped to begin working with you immediately.”

- ◆ A vast database providing immediate market information for all types of real estate assets (multifamily, industrial, retail, office, lodging and hospitality, land, and others). RERC's proprietary database has catalogued over \$1 trillion of recent investment property transactions;
 - ◆ Proprietary asset supervision/management software systems, currently used by major institutional clients, to monitor about \$75 billion of investment real estate;
 - ◆ Leading expertise in real estate valuation, cash flows, and property markets;
 - ◆ Comprehensive knowledge of the real estate capital markets, and access to these markets;
 - ◆ The ability to conceive and implement “value-added” solutions through construction and/or entitlement completion;
 - ◆ The ability to identify underperforming assets, suggest solutions to management, and assist with asset disposition;
 - ◆ Extensive relationships with attorneys, real estate brokers, and accountants—the professional service providers needed for successful workouts and restructuring plans for borrowers, lenders, and investors.
- For more information about RERC Real Estate Solutions and RERC, please visit our website at www.erc.com, or contact Jules Marling at **312-587-0351**.

