



THE IVY GROUP  
COMMERCIAL & INVESTMENT REAL ESTATE

## Statement of Qualifications Commercial Real Estate Services

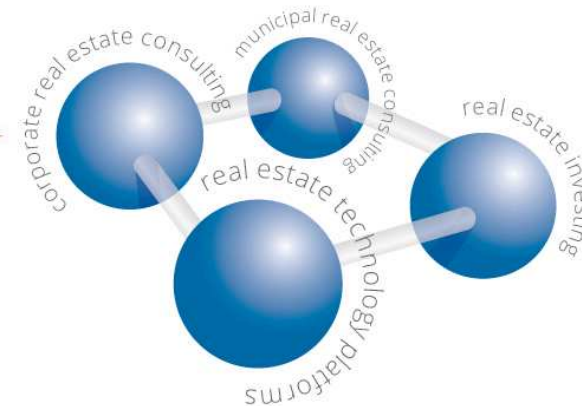


## Introduction

With more than 15 years experience, The Ivy Group (TIG), a leading provider of commercial real estate services and solutions, delivers fully-integrated brokerage, consulting and technology solutions to investors, property owners and users. Known for being highly responsive to client needs, TIG assists private companies and government institutions in California to improve transparency and navigate challenging real estate acquisition, disposition, leasing, management and value-added projects.



- > ACQUISITION
- > DISPOSITION
- > LEASING
- > PROPERTY MANAGEMENT
- > VALUE ADDED-SERVICES



- > Develop cost-effective real estate solutions
- > Streamline the real estate process
- > Reduce costs and improve operational efficiency
- > Provide property valuations

Recognized as a leader in real estate investment strategies and best-in-class services, TIG also provides practical and proven solutions to specific real estate

challenges including industry-leading:

- > Buyer/seller negotiations
- > Landlord/tenant representations
- > Portfolio management
- > Site selection
- > Investment analysis

- > Strategic consulting
- > Risk management

Whether you are looking to streamline the decision making process or improve your real estate practices, we work with you to advance your performance organization-wide.

TIG is a member of following professional organizations:

- > Alameda County Transportation Small, Local, Emerging Business Program
- > Appraisal Institute
- > California Association of Realtors®
- > Certified Commercial Investment Member (CCIM) Institute
- > National Association of Realtors®
- > Silicon Valley Association of Realtors®

## Comprehensive Solutions Tailored To Meet Your Real Estate Needs

With a wide range of service areas, our global company reach, and a network of teaming partners, TIG provides

## The Ivy Group Solutions

over 15 years experience  
100 projects completed

With a full complement of services, TIG works with clients to:

- > Align organizational and social aspects of commercial real estate to enhance strategies
- > Create and protect value using the power of commercial real estate
- > Evaluate factors in decision and selection process
- > Identify risk factors, volatility and diversification of property types
- > Maintain communication and encourage collaborative solutions
- > Negotiate purchase, sales & lease transactions
- > Provide strategic consulting
- > Perform investment analysis
- > Manage property and portfolio assets
- > Identify and resolve real estate challenges



The Ivy Group was timely, quick and responsive. The firm was very responsive and accommodating and understanding of an entrepreneur's schedule, timing and priorities.

**William Santana Li**  
Chairman and CEO  
Knightscope, Inc.

the innovative and comprehensive solutions that best address your unique needs and challenges.

### Acquisition

Completing acquisitions for over 100 projects since 2001, TIG helps clients manage the complexity and changing nature of real estate. TIG has completed a full range of acquisition projects including: office; retail; industrial;



mini storage; and raw land.

TIG has extensive experience in delivering the following acquisition services:

- > Respond and resolve all inquiries that arise as a result of the acquisition cycle
- > Match buyers to properties by aligning criteria with our Buyer's Passport program
- > Leverage branch and distribution networks to select sites, pre-qualify, pre-tour. Take panoramic photos and email, upload or meet face-to-face to present photos
- > The buyer does not have to go on-site unless they choose to do so. We bring properties to buyer
- > Perform demographics & due diligence analysis
- > Perform market analysis and segmentation
- > Investment analysis & strategic consulting
- > Define risks, volatility and diversification
- > Ensure investment meets expectations through a mixture of buy-and-hold strategies while tactically monitor and invest in geographical areas that provide the best returns

- > Prepare comparable sales for evaluation and decision making
- > Make offer and negotiate to a successful close
- > Initiate escrow and legal process review
- > Investigate market factors, such as zoning, size, frontage, contamination issues and access
- > Evaluate items such as site limitations and environmental issues within the area
- > Resolve issues and follow through to closing



Our CPA highly recommended The Ivy Group. Our sale completed and closed within a month. The Ivy Group is very professional. They know the market value and their response time to every event related to the sale transaction was quick. They are always available to answer any questions relating to the sale. A "Five Stars" for service.

**Allision Tse and Phillip Tse**  
Property Owners

### Disposition

TIG's disposition services aim to generate the highest price in the shortest amount of time for sellers. Because of its experience and capabilities to network with other brokers, TIG sells properties faster than its competitors, which lead to higher yields for its clients.

TIG has extensive experience in delivering the following disposition services:

- > Create excitement in the marketplace to generate bids for assets
- > Provide Comparison Market Analysis (CMA) and Broker Opinion of Value (BOV)
- > Execute 10+ Marketing Plan to create visibility on a local, regional, national and global scale

- > Create customized marketing plan, develop postcards/materials for open houses and specialty marketing campaigns, and assemble package to send to target audiences
- > Create customized property website, complete with photos, maps, bidding instructions, links to disclosure documents, contact information, etc
- > Distribute marketing flyers to potential buyers, prospects, partner brokers, surrounding neighborhoods, professional associations and private investors/clients database
- > Place appropriate signage on the property and install Supra System Computerized Lockbox (logs when/who entered premises at all times)
- > Advertising in real estate publications, websites, social media channels, etc
- > Prepare and arrange property tours, follow-up after each showing with all prospects



Thanks so much for the professional way you handled today's closing. It was a real pleasure working with you guys from start to finish. Congratulations on a most professional stewardship of this transaction! Thanks for a classy close!

Bryan Bashin, CEO and Executive Director  
Lighthouse for the Blind and Visually Impaired, Inc.

- > Negotiate and prepare sales agreement
- > Manage the sales transaction from start to finish using a variety of collaboration and high technology tools
- > Qualify buyers to reduce fraud and resources
- > Initiate legal process review
- > Coordinate final approval and execution of all appropriate documents and plans
  - > If no offer is received within the first listed month, re-analyze marketing procedures
  - > Perform periodic inspections and site surveys
- > Initiate and follow through to closing of escrow, coordinating to resolve all exceptions
- > Coordinate final inspection and walk through

### Leasing

Many clients trust their properties with TIG because of its diligent, purposeful and highly skilled professionals. TIG continuously maintains an above-average leasing staff to ensure leases are structured adequately to suit organizational and business requirements.

TIG has extensive experience in delivering the following leasing services:

- > Provide solutions regarding tenant improvements, amortizations and rent concessions
- > Negotiate renewal options, annual increases and tenant security deposits
- > Expertly negotiating Gross, NNN and customized leases of any size
- > Initiate the legal process review once a valid lease agreement is signed by all parties

### > Landlord Representation:

- Create customized plans to market the property
- Assist with all details from initial negotiations to closure of transaction
- Utilize established procedures to screen and qualify prospective tenants
- Place property onto the market for maximum exposure using proven techniques
- Establish realistic expectations based on market conditions and trends

### > Tenant Representation:

- Once offers are received, assist & advise in evaluation to bring the deal to a close
- Provide resources for contractual reviews
- Provide advice on current market conditions and trends
- Customize the lease agreement to fit specific needs
- Strategize on how to proceed with various properties
- Familiarize with the lease agreement and its procedures
- Assist and advise in making the most important decisions facing the company



Your professionalism and successes make me very proud. I'm sure your honesty, integrity, work ethic and savant creativity will help you to become a leader in the industry.

Bo O'Heffernan, Designated Broker  
Simba Realty

TIG furnishes its services with the highest degree of professionalism and management practices, similar to those prescribed by the Institute of Real Estate Management (IREM) and Building Owners and Managers Association (BOMA) International, and maximizes economic returns that are consistent with property management practices.

TIG has been providing property management services to clients for more than a decade. We specialize in the management of:

- > Multi-tenant offices
- > Industrial/warehouse buildings
- > Retail centers
- > Medical & dental buildings
- > Business condominiums
- > Land holdings

Because owners are conscientious of property values, TIG minimally considers the following factors when managing properties:

- > Asset protection & optimization
- > Risk management and mitigation
- > Property valuation and repositioning
- > Ensure properties are adequately insured, maintained and secured

### Management

TIG provides an unsurpassed level of property management to ensure that nothing slips through the cracks. Clients count on TIG to manage buildings professionally, maintain it properly, protect it against risks and keep them alert to marketplace changes that could impact their investment.



- > Strategies to maximize value & investment
- > Keep the space fully leased at market rates or above
- > Invest in deferred maintenance & improvements
- > Control costs by passing pro-rata share of operating expenses and vendor charges to tenants



I must compliment The Ivy Group - their impeccable professionalism, great deal of patience and willingness to help won my trust. I know that The Ivy Group will not leave a stone unturned for their clients to get the best deal.

Olga Ortmann, Insurance Agent & Advisor  
American National Insurance Company

TIG's proprietary approach to property management ensures that the value of client's property is protected and enhanced over time.

We are experts at marketing, leasing, contract management, vendor management and accounting. Equally important, TIG's systems for controlling costs and collecting operating expenses can reduce lost revenues, which go right to client's bottom line.

While every property is different and has its own set of challenges, TIG's property management services focus on the following core solutions:

- > **Effective leasing and tenant retention:** Our primary objective is to establish strong relationships with tenants and vendors. The properties we manage are well maintained, safe, and attractive for existing and prospective tenants, and we strive to maintain occupancy rates that consistently approach 100%.
- > **Efficient operating expense billing:** Often, when we assume the management of a building, we discover the previous manager or owner had difficulty accounting and collecting tenant operating expenses such as utilities, garbage collection, landscaping, property taxes and insurance. By collecting in advance, we

ensure owners are not left with unrecoverable expenses should a tenant terminate its lease early.

- > **Reliable accounts payable and receivable:** We apply our vast experience to actively collect rent from tenants. In the event that rent payments lag, we are directly involved in many of the aspects to address the issue and escalate it to begin the legal process for collection.

Funds for individual properties are always kept separate. Each property has its own cash management account as well as an interest-bearing reserve account. The series of checks and balances minimize mistakes, and keep owner's funds safe.

- > **Responsive maintenance requests:** When property maintenance is required, tenants expect highly responsive service. The Ivy Group provides quick actions even at nights, or on weekends on priority requests and emergencies.

- > **Accurate budgeting, rent forecasts, and owner distributions:** TIG prepares annual budget forecasts including rent projections, operating expenses, and owner distributions for each property we manage. Detailed budgeting (backed by full documentation) makes it easier to pre-bill tenants for operating costs, and anticipates other expenses as required. We also invoice tenants monthly, a practice which we find significantly speeds up collections and enhances distributions.

### Valuation

TIG has a state Certified General licensed appraiser in-house to provide any valuation services required by our clients. Our valuation staff has over 15 years of experience providing appraisal and consultation to a wide-range of clients, including:

- > Public agencies
- > Non-profits
- > Institutional or private investors
- > Lenders
- > Law firms



## Highly Qualified Staff

### Selection of Project Teams

The TIG staff keeps up-to-date with the latest market trends and necessary regulations, laws, and compliance areas. We have hands-on experience managing complex projects with diverse challenges and are regularly called upon to provide expert testimony; instruct at technical seminars; lead and present at conferences; and participate in legislative activity and scientific research forums.

TIG understands the value of assigning quality leadership and experienced resource staff to complete projects within schedule and budget. Clients are assured of receiving high-quality technical services resulting in cost-effective projects that meet requirements.

### Certifications, Licenses, and Registrations

TIG's highly qualified and experienced professional staff holds the following certificates, licenses, and registrations, many of which may be required to effectively meet your needs:

### Certifications and Professional Registrations

- > State of California Bureau of Real Estate
- > Certified Commercial Investment Member
- > MAI – Appraisal Institute
- > Alameda County Small Local, Emerging Business Program

### Permits

- > California Department of General Services Certification



## Partial Client List

With over 100 projects completed since 2001, TIG's list of satisfied, repeat clients continue to grow year after year.

Below is a partial list of clients who we have served:

A.L.S. Limo Services, LLC	Gomez Metal
ABC Self Storage of Mountain View, LP	Housing Authority of the County of Santa Clara
Advanced Plumbing & Rooting Services	Ideology Studio
Angela Wong, CPA	Jeanne M. Leary, MD
Arena Capital, LLC	Knightscope, Inc
Argela USA	KUKA Robotics Corporation
Be A Mentor, Inc	Lawnworks
Bella Lago, LLC	Lighthouse for the Blind & Visually Impaired, Inc.
Bean Properties, LLC	Logos Property Investment E, LLC
Bernard KS Leong 1976 Living Trust	Looney's Southern BBQ
Bogey's Pizza	Madeline Plaza
Cadenza, Inc	Magnus Windsor, LLC-7
California Affordable Housing Initiatives, Inc	Maris Industrial Park
California Badminton Academy	Mizuumi Sushi and Seafood Buffet
Centerville Developers LLC	Oakland Housing Authority
CenterVue, Inc.	Ogden Mini Storage
City of San Francisco	Orland I5 Mini Storage
City of Alameda	PC Retail Properties, LLC
City of Needles, CA	Perfect Pair Optometry
China Noodle Company	Philip Tai Trust
County of Lake, CA	Professional Pool Service
Cut the Crab	Qua Foot Spa
Dan Toma	Red Bluff Mini Storage
Decoto Professional Center	Revive Acupuncture
Diamond View Ventures	Santa Teresa Academy of Music and Dance
Dr. Richard Chen	Secured Self Storage
East West Bank	Silver Rock Partners, LLC
Eden Housing, Inc.	Slingshot Racing Corporation
Eledecor	Studio 4 Art Jam
Erdman Commercial Industrial Real Estate	The Sign Doctor
Especially Yours Corporation	The Smog Connection
EV Container Corporation	Thomas Gallego Family Trust
Flourishing Gardens	West Road and Castlebridge, LLC
Fremont Mission Hills, LLC	William Pure Water
Gelagio I, LLC	

## Office locations

### Fremont (Headquarters)

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Fremont, CA 94539  
510.213.8883 | [info@ivycommercial.com](mailto:info@ivycommercial.com)

### Santa Rosa

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