

## Business Line Overview

### The Sunset Company

#### Development

- Office Development
- Retail Development
- Industrial Development
- Construction Consulting / Project Management
- Build-to-Suits
- Resort Development

#### Corporate Services

- Project Leasing
- Tenant Representation
- Strategic Consulting
- Site Selection
- Acquisitions / Dispositions
- Construction Consulting / Project Management

#### Investor Services

- Strategic Consulting
- Site Selection
- Acquisitions / Dispositions
- Real Estate Administration
- Portfolio Management

#### Capital Markets

- Investment Sales
- Fund Management
- Corporate Finance
- Structured Finance

## Sunset – Better Culture, Better Results

- Superior Client Retention Rate
- Respected Brand and Culture
  - Core Values – Integrity, Respect, Teamwork, Balance, Leadership
  - Collaboration and Shared Information
  - Passion – Client First
- Robust Business Environment
  - National Platform With Extended Global Network
  - Repeat Client Business
  - Client Referrals
- Entrepreneurial Benefits
  - Flat Corporate Organization - Freedom To Initiate Change, Create Vision
  - Peer Group and Executive Support - Better Results Through Surrounding Yourself With Right People
  - Desire To Be The Best – Not The Biggest

## Sunset Capital Markets - Business Line Overview

### Sunset Capital Markets

#### Investment Services

##### Investment Sales

- Office
- Retail
- Industrial
- Net Lease Properties
- Multi-Family

#### Sunset Capital

##### Debt & Equity Finance

- Debt Placement
  - Senior debt
  - Credit-based Financing
- Structured Finance
  - Equity & mezzanine
  - Sale-Lease-Back

#### Advisory Services

##### Corporate Advisory

- Strategic Consulting
- Portfolio Advisory
- Lease Economics Advisory
- Corporate Real Estate Finance
- S/LB and Structured Finance
- Recapitalizations

## Investment Sales

### *Primary Service Areas*

- Office, Retail, Industrial and Net Lease properties nationwide
- Institutional and Private Client investors
- Specializing in \$5 - \$50 million+ properties and multi-property portfolios
- Additional specialty in 1031 exchanges
- Total of \$450 million in property transactions in last 2 years

### *Benefits*

- Higher level of personalized service
- National capital markets expertise and local market knowledge
- Fully integrated team approach to all assignments

## Investment Sales Platform – Core Functions

*Centralized capital markets research and analytical capabilities*

- Income property underwriting
- Market studies
- Property tour & inspection
- Financial analysis
- Packaging & Publishing
- Capital markets research
- Company research
- Managing the closing process

## Investment Sales Platform - Tools

*Custom-built, web-based tools*

- Investor Database – Includes proprietary and 3<sup>rd</sup> party sources
- Transaction tracking and sales comparable database
- 1031 Exchange tracking database
- Credit rating information (rated and non-rated tenants)
- Real-time pricing and market cap-rate information

## Investor and Property Tracking Database

*Custom-built, web-based application for all phases of marketing and deal management*

- Investor Database
- Property information
- Marketing campaigns
- Lead Qualification
- Deal Tracking
- Document management
- Lead Generation

## Internet Sales & Marketing

*Dedicated web site and electronic prospect management*

- Sales campaigns
- Investor registration
- War rooms – Information sharing
- Activity tracking
- Searchable property listings
- Industry tools and resources



## Sunset Capital Markets

### *Our Mission*

First and foremost, SCM shall always put the client's interest ahead of the firm and/or any individual within the firm.

SCM shall strive to become the premier provider for commercial real estate financial and investment sales services.

SCM will hire and retain employees who have the highest integrity and the best reputation in the industry.

SCM will create and maintain a culture based on respect and trust that promotes and encourages teamwork between business lines, offices and employees with the goal of serving the client first and ensuring the best team is on the field for each assignment.

SCM will create an team-oriented structure that allows us to attract and retain the most talented people in the business who subscribe to the above goals and philosophies.

SCM will reward those existing and future employees who adhere to the above goals and philosophies and profoundly affect the future success of the firm through value-added performance, to participate in the firm's profitability and in order to ensure the firm's continued growth and success.