



About The Firm

Background MHP Realty Inc. (MHP) is the successor entity to Mt. Holly Partners, which was formed in 1992. The Pasadena, California based firm provides a comprehensive, vertically-integrated range of real estate advisory services that includes transaction-based assistance such as brokerage and capital sourcing, “hands-on” property development and asset management, and informed and objective real estate consulting.

Expertise MHP’s founding principal brings seventeen years of experience in the real estate industry, covering a wide spectrum of real estate projects. Much of this experience has transpired on behalf of developers, land owners, institutions and government agencies, and includes work with high-profile development projects, large-scale acquisitions, bulk portfolio transactions and complex public/private agreements. We have undertaken assignments throughout the United States and internationally. When necessary, the firm augments its capabilities through strategic alliances with recommended law firms, entitlement lobbyists, engineers, architects and other professionals.

Approach MHP contributes the following ideals to every project in which we participate:

- Our traditional core strengths in real estate economics, sophisticated financial analysis and computer modeling, and creative deal structuring.
- Quality underwriting, which means an emphasis on property fundamentals and realistic, bottom-line financial performance.
- Up-to-date industry knowledge, a dedication to exhaustive research, and our own extensive, proprietary databases of developers, investors and lenders.
- Creative energy, entrepreneurial thinking and absolute professionalism.

Mission As a firm, our singular mission is to assist our clients in the *creation of value*. This is accomplished through the application of insightful analysis and management expertise to the various processes involved in developing, buying and selling, investing in and lending upon real estate assets. MHP is a leader in the evaluation of property fundamentals and the interpretation of market forces, and we take pride in our ability to put that knowledge to work for our clients.

Standards MHP is committed to serving our clientele in a manner that is timely, innovative and results-oriented. We passionately maintain the highest standards of ethics and integrity, and guarantee strict confidentiality. The firm maintains its limited size to afford our clients the highest levels of competency, quality service and personal attention.



Services Offered

MHP's real estate advisory services are organized into four general categories — Brokerage Services, Asset Management, Investment Banking and Consulting. Our comprehensive offering of services allows us to work with a broad array of clients on a wide variety of projects, and we are able to provide value-added services and solutions at nearly every stage of property development and ownership.

❑ Brokerage Services

- Residential Development Sites
- Commercial Development Sites
- Investment Properties

❑ Investment Banking

- Arranging Debt & Equity Capital
- Joint Ventures & Entity Investing
- Deal Structuring & Negotiations
- Restructuring & Reorganization

❑ Asset Management

- Development Management
- Asset Strategy & Repositioning
- Corporate Real Estate Planning
- Distressed Property Workouts
- Collateral Management
- Investment Analysis & Due Diligence

❑ Consulting

- Market & Financial Feasibility Analysis
- Strategic Development Planning
- Entitlement Coordination
- Public/Private Joint Ventures
- Property & Portfolio Valuations

Brokerage Services

❑ **Development Sites** - With a wealth of expertise in real estate development, MHP has become particularly adept in the brokerage of development properties (raw and improved land) and redevelopment properties (existing assets with substantial value-add potential and/or candidates for demolition and change of land use). Because we look at the development process as a developer would, and can advise on issues such as feasibility, valuation, entitlements, and planning, we often recognize opportunities that other brokers do not, create opportunities that others could not, and avoid dead-ends that others would not.

MHP's strong focus on the brokerage of development properties is manifested in three ways:

- ❑ If you have property to sell that is suitable for development, we can manage the disposition process more effectively than most brokers who do not specialize in development opportunities. We have an extensive, proprietary database of more than 1,000 real estate developers and investors involved in all property types. We can package and market properties directly to the appropriate subset of candidates, and usually can generate a bidding environment conducive to achieving the highest price and best terms for the seller.
- ❑ We are aggressive in locating listed and unlisted acquisitions opportunities for our clients, and in matching properties to the abilities and interests of our clients.
- ❑ We are valued for our ability to aggressively run down listed and unlisted acquisition leads provided by our clients, and to convince sellers that our client is the most reliable buyer for their property. We are creative in finding ways to track down property owners that are not easily contacted, and in enlarging development sites through assemblage.

❑ **Investment Properties** - MHP undertakes disposition assignments for selected high-profile assets. We can effectively market retail centers and single-tenant properties, office buildings and corporate facilities, apartments, and hospitality and resort properties. For this purpose, the firm maintains an



extensive proprietary database of property investors and developers. MHP also identifies opportunistic property acquisitions for several of our clients, focusing on strategic locations, high-profile assets and portfolios. Although we work with listed property, we specialize in locating "off market" properties for our clients.

Asset Management

- ❑ **Development Management** - On behalf of property owners, MHP manages all phases of the development process, including advance planning, refining development concepts, obtaining government approvals, handling pre-sales and leasing, arranging financing, and the coordination of architects, planners, engineers, attorneys and other consultants.
- ❑ **Asset Strategy & Repositioning** - MHP works with owners of developed property to assess a property's financial performance and market competitiveness, to devise short and long-term strategies to maximize cash flow and value, to implement changes as necessary, and to make critical hold/sell decisions. For underperforming properties, MHP suggests and supervises changes in land use, density and/or tenant composition.
- ❑ **Corporate Real Estate Planning** - MHP advises corporations on the use of existing corporate facilities, including occupancy cost review and sale/leaseback arrangements; the disposition or reuse of excess property holdings; the acquisition of new facilities, including site location analysis, financing, leases and build-to-suit deals; and consults on property considerations in mergers and acquisitions.
- ❑ **Distressed Property Workouts** - For owners of property threatened by imminent default or foreclosure, government or regulatory issues, environmental concerns, and/or legal actions, MHP formulates solutions, negotiates and manages efforts to restructure and retain the property.
- ❑ **Collateral Management** - We advise lending institutions on issues relating to the financial health, valuation, and ultimate marketability of real estate collateral assets, and may participate in negotiations with borrowers. For properties already in the OREO stage, we assist institutions to evaluate and implement all available options for management, repositioning and/or disposition with a view toward maximum value recovery.
- ❑ **Investment Analysis & Due Diligence** - On behalf of institutional, corporate, and private equity investors, MHP evaluates single asset and portfolio investment opportunities, providing valuations, cash flow projections, and complete due diligence packages. We coordinate related functions such as brokerage and title, structural and environmental review.

Real Estate Investment Banking

- ❑ **Arranging Debt & Equity Capital** - MHP is able to tap into a vast network of financial sources to raise debt and equity capital for real estate development projects and acquisitions. We assemble funding requests, analyze funding proposals, and structure capital transactions.
- ❑ **Joint Ventures & Entity Investing** - MHP arranges strategic joint ventures on behalf of land owners, developers and investors, typically preparing offering memoranda, approaching potential partners, evaluating proposals and structuring deal points. We can introduce established developers and large-scale development projects, such as master-planned communities, to long-term equity partners.
- ❑ **Deal Structuring & Negotiations** - We support complex real estate acquisitions, dispositions and capitalizations by advising on advantageous deal structures and representing clients in negotiations. The



firm assists in arranging REIT formations, portfolio mergers and acquisitions, buyout funds, setting up collection banks, conduits and other securitizations.

❑ **Restructuring & Reorganization** - MHP assists troubled real estate ventures, including owners, creditors, trustees and attorneys, in the evaluation of assets, development prospects and disposition alternatives. We advise on and manage the restructuring and de-leveraging of a property's capital composition (typically by means of debt to equity conversions, outside equity infusions, and/or refinancing) and the resulting re-allocation of ownership.

Consulting

❑ **Market & Financial Feasibility Analysis** - For land owners, developers, equity partners, lenders and public agencies, MHP provides expert analysis of development programs. We assess highest and best use, measure market support, estimate development costs, prepare income estimates and cash flows, and calculate development returns.

❑ **Strategic Development Planning** - The firm works with land owners and developers to maximize financial returns from real estate development projects, addressing issues of physical site planning, land uses and density, and construction alternatives. We test different development scenarios and phasing to arrive at an optimal development program capable of being capitalized and absorbed into the marketplace.

❑ **Entitlement Coordination** - We assist property owners and developers in the formulation of strategies to handle complex and controversial entitlement issues. The firm is a strong advocate when interfacing with political bodies and agencies to achieve a stated entitlement goal, and is effective in coordinating consultants involved in the technical aspects of entitlement processing.

❑ **Public/Private Joint Ventures** - MHP supports land owners and developers in preparing for, negotiating and structuring complex public/private real estate ventures. We advise on tax increment financing, ground leases, land conveyances, loans, equity participation agreements, subsidies, and entitlements. Using knowledge and tactics culled from an extensive history of representing public agencies in these types of transactions, we are an especially strong advocate for private sector entities.

❑ **Property & Portfolio Valuations** - MHP provides estimates of value for land, improved properties, loans and portfolios. For land holdings, these economic valuations are based on development economics and land residual theory, improved properties are valued using advanced cash flow modeling techniques, and loans are evaluated based on repayment estimates and collateral value.

Management

Mark E. Pickell

President

Mr. Pickell is the President of MHP Realty Inc. (and founding principal of its predecessor entity, Mt. Holly Partners), a firm providing comprehensive brokerage, development and asset management services to the real estate industry. Working with a wide variety of private and public sector clients, his background includes extensive work in development management, investment analysis and due diligence, arranging transactions, distressed property workouts and financial restructuring, capital sourcing, market and financial analysis, and the structuring of complex development agreements. To date, Mr. Pickell has completed work on more than 250 individual projects and portfolios, including real estate properties, REO and collateral assets with an aggregate value estimated at approximately \$4.5 billion.



Mr. Pickell's efforts focus on the creation of maximum value in the processes of real estate development, investment and disposition, and assist in the evaluation and structuring of real estate transactions. Mr. Pickell has served developers and investors, corporations, pension funds, institutions, government agencies and professional service providers. This work has included advising such clients as American Continental Properties, BankAmerica Corp., Bechtel Enterprises Inc., California Housing Finance Agency, Ezralow Company, Goldman, Sachs & Co., Hazama USA Corp., John Muir Medical Center, Johnson & Johnson, Kohlberg Kravis Roberts, Koll Development Company, Lady Luck Gaming Corp., Lincoln Property Co., Mass Mutual, Opus West Corp., Los Angeles County MTA, May Companies, Merck & Co., Nikko Capital Corp., Pacific Union Co., PIPE Pension Fund, Related Companies, Rosewood Hotels, Trizec Properties and more than 30 cities and redevelopment agencies.

Mr. Pickell is an experienced analyst of most property types, including attached and detached for-sale residential developments, subdivisions and land developments, apartments, mixed-use projects, retail centers, office and industrial buildings, hotels and resorts, and more specialized land uses such as affordable housing, senior housing, medical buildings, storage facilities, auto malls, timeshares, golf courses and sports facilities.

Mr. Pickell is a graduate of Occidental College in Los Angeles, with an A.B. degree in Political Science and Economics. Prior to founding MHP Realty Inc., he was an executive with Ernst & Young's real estate advisory group and with redevelopment consultants Halcyon Ltd. and Keyser Marston Associates, Inc. He is a licensed California Real Estate Broker, and has been recognized as an expert witness in real estate matters by the U.S. Bankruptcy Court.

Representative Projects *

☐ **Bank of America / Security Pacific Bank:** Deal structuring and cash-flow projections in support of bulk sale of OREO and distressed credits (book value of approximately \$2.1 billion) to Kearny Street Real Estate Company, L.P. (an affiliate of Morgan Stanley).

☐ **CalFed Income Partners L.P.:** Due diligence and valuation for the retail portion (7 properties) of a proposed \$180 million bulk sale to American Continental Properties (involvement through MHP client The Kivelstadt Group).

☐ **Miscellaneous Redevelopment Transactions:** Over \$1.2 billion in land, improved properties and development rights negotiated for sale, directly or through DDAs and OPAs, on behalf of redevelopment agencies and other government agencies.

☐ Retail Properties

•	Huntington Center	Huntington Beach	California
•	Monterey Park Marketplace	Monterey Park	California
•	Glendale Galleria	Glendale	California
•	Media City Center	Burbank	California
•	Ontario Mills	Ontario	California
•	One Schaumburg Place	Schaumburg	Illinois
•	Pinole Vista Crossing	Pinole	California
•	Triangle Square	Costa Mesa	California
•	8000 Sunset Boulevard	West Hollywood	California
•	Montebello Town Center	Montebello	California
•	Whittier Quad	Whittier	California
•	Los Altos Shopping Center	Long Beach	California
•	Home Depot & Price Club	Various locations	California

☐ Office Properties

•	Koll Center Pasadena	Pasadena	California
•	NBC Plaza (Proposed)	Burbank	California
•	City Centre Project	Phoenix	Arizona
•	Charter Center	Huntington Beach	California
•	Security Pacific Plaza	Burbank	California
•	Shoreline Square	Long Beach	California

☐ Hotels and Resort Properties

•	Hilton Hotel	Burbank	California
•	Hilton Hotel	Whittier	California
•	Holiday Inn	Burbank	California
•	Red Lion Hotel	Glendale	California
•	Marriott Hotel (Proposed)	Phoenix	Arizona
•	Palmilla/Cabo del Sol	Los Cabos	B.C.S., Mexico

Representative Projects *

☐ Mixed-Use Developments

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|------------------------|---------------|------------|
| • Eva Marina | Eva Beach | Hawaii |
| • Hutton Center | Santa Ana | California |
| • Mattel Site | Hawthorne | California |
| • The Citadel | Commerce | California |
| • Civic Center Project | Thousand Oaks | California |

☐ Multi-Family Residential (Including Senior Housing)

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|--------------------------|--------------|------------|
| • Promontory Point | San Ramon | California |
| • Villa San Ramon | San Ramon | California |
| • Brookhollow Apartments | Anaheim | California |
| • Lincoln Village | Anaheim | California |
| • Forest City Project | Indian Wells | California |
| • Senior Apartments | Burbank | California |

☐ Detached Residential & Lot Programs

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|------------------------------|-----------|----------------|
| • Ritter Ranch (Proposed) | Palmdale | California |
| • Lomas del Lago | Escondido | California |
| • Palmilla/Cabo del Sol | Los Cabos | B.C.S., Mexico |
| • Mar Azul Resort (Proposed) | La Paz | B.C.S., Mexico |

☐ Industrial Developments

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|------------------------------|------------------|------------|
| • Heritage Corporate Center | Santa Fe Springs | California |
| • Baxter Corporate Facility | Ontario | California |
| • Child World Facility | Ontario | California |
| • Greenbrier Industrial Park | Garden Grove | California |

☐ Miscellaneous Projects

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|---------------------------|--------------------|------------|
| • Anaheim Stadium Outlots | Anaheim | California |
| • Sports Arena (Proposed) | Santa Ana | California |
| • Auto Malls | Ontario, Santa Ana | California |

☐ International Projects

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|--|-------------------|----------------------|
| • Palmilla/Cabo del Sol Resorts | Los Cabos | B.C.S., Mexico |
| • Howard Johnson Resort Hotel | Los Cabos | B.C.S., Mexico |
| • Lady Luck Casino (Feasibility Study) | various locations | Mexico |
| • Marina Cancun Resort | Cancun | Quintana Roo, Mexico |
| • Marina Hotel (Proposed) | Los Cabos | B.C.S., Mexico |
| • Hotel Amstel Amon | San Jose | Costa Rica |
| • Campo de Golf | Ixtapa | Guerrero, Mexico |
| • Maravilla Resort (Proposed) | Todos Santos | B.C.S., Mexico |
| • Mar Azul Resort (Proposed) | La Paz | B.C.S., Mexico |

* Includes projects previously managed by the firm's principals.