

"However beautiful the strategy, you should occasionally look at the results."

Sir Winston Churchill

Who else is interested in adding \$1 Million in value to the Real Estate Portfolio – with almost no Risk?

By Russ Hatle

With 50 projects, and 50 years, we've added more than \$100 million of value to multiple properties – what's important is that the risk was often less than 1/10th of the gain. It began way back in 1968 – when we did our first "value creation" consulting work for a company then known as Coldwell-Banker (that's the grand-daddy of CBRE). Over years we have;

- Joint Ventured more than 1,000,000 square feet of new buildings with our builder partners/clients –
- Invested in and Advised on more than 50 projects where our job was to add value
- Invested in and Led the development of more than 2,000 acres of land
- Added to our Business Parks –
 - A Church –
 - A For Profit University –
 - A Charter School
 - A Skilled Nursing Facility
 - A Behavioral Hospital
 - Restaurants, Spas, Offices for folks like Aetna and Ford Motor Credit
 - And lots, lots more

Our Goal in building value has been simple – a 10 times return on the actual Dollars at Risk.

Of course it helps a lot that some of those assets were valued at more than \$100 million at the peak, but in a minute I'll tell you a story about a simple concept change that increased the value of a \$675,000 business park lot to more than \$1.5 million – at a cost of less than 10% of the gain!



"I'm pleased to report our quarterly profits are considered obscene."

How to earn 10 Times the risk\$?

Whether you own one property, or 50, you spend your days and your limited time running your business day to day. Even if real estate is your full-time business, who has time to step back and really think about how to add value to every property? Who has the time, energy and management resources to start from the beginning – underwrite the property as though it were a new acquisition – take a detailed look at the market and the competition – and see the ways that the income can be increased – and the value enhanced.

The answer to that question is WE DO.

But we only do it for a new project or property about once a year – and generally only for properties worth \$10 Million or more. The reason for the limitation is simple;

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Once we agree to apply our process to your property, we're in it for life. We're going to keep the process rolling until the goal is achieved – and after – as long as you are the Owner. And you have our full attention – anytime you or the process need attention. That's a lifetime commitment (mine – not yours!)

What can we do that you can't do for yourself?

Honestly, probably very little. The only difference is we spend all of our time working on, thinking about, analyzing and finding ways (some very unexpected) to add value. We bring a team of silver haired experts who have done it for a long time – and who still have the energy, enthusiasm, skills and knowledge to do it for you!

Our team includes;

- A "recovering" international banker
- One of the top national Brokers of Industrial and Office Park properties
- A Title Company exec I've worked with for more than 40 years
- A skilled International marketing exec with a record of results
- More than 1,600 brokers nationwide we are in communication with regularly
- Access to the best Real Estate Research company I know of
- And of course me – a specialist at nothing but an expert at finding potential value
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The team is only one of the reasons we expect to deliver a 10 Times return! Our process is unique. We

- ✓ Underwrite the asset as though it was a new acquisition – even if it's been in your family 50 years!
- ✓ Take it through our 53 point Due Diligence check list – we'll know more about the asset than you do in about three weeks
- ✓ Apply brand new (and proprietary) financial modeling to your asset – and see alternate ways to unlock value
- ✓ Use our resources to assess market sentiment – identify exactly where in the market cycle your asset is
- ✓ Bring our proprietary Direct Marketing campaign to the asset, if needed (and most real estate can use better, more direct marketing)

Everything needed to achieve value is ready to go. In fact, our process is so simple (but very, very thorough) you'll wonder why you paid so much for it – --you'll remember when you cash the monthly profit checks (or the final profit from sale!)

A simple example - the simplest concept change that our team saw in a flash that added \$800,000 in increased value to a \$675,000 site! Our team managed the sale of a business park site to a Skilled Nursing Facility (SNF in the lingo) for a client – a straight forward transaction. The client still owned the site next door and a simple question to the SNF operator at the ground breaking revealed the synergy between Skilled Nursing, Hospitals and Assisted Living and Memory Care – A few more simple questions and we figured out that;

- ❖ The site was approved for Medical use in the City Comprehensive Plan
- ❖ The SNF market study demonstrated an immediate demand for Assisted Living and Memory Care
- ❖ A flood of capital was pursuing that kind of opportunity
- ❖ And the value of the site our client still owned, next door, for Memory Care was more than double its value as an office zoned site.
- ❖ The final step was to map out the process and get the approvals that added \$800,000 in value!

It's not always that easy! But it's almost always possible.

Not every property qualifies of course, and since we only accept one new assignment like this a year, we have to be selective.

An example of a property that wouldn't work was a piece of land I once owned – Lou Goodkin – (my consultant in those days) told me the Highest and Best Use for that land was – “Holding the World Together” – I sold it shortly thereafter.

To be fair, a qualifying property should be worth \$10 million (or more) already.

Although we hit the jackpot for more than double on the SNF site, achieving 5%-10% or 20% better than market gain in value is much more realistic – and a 10% gain on \$10 Million is a worthwhile achievement.

How does a property qualify? Start with the questionnaire you'll find [HERE](#). It's not very long and it will lead you to the first hour's consultation – by phone or in person – and the charge for that is on us. We can quickly identify if we believe we can increase your property value – if we can't, we'll tell you right away. If we can, then we can talk further.

The most important thing is to produce the value for you! Answer our simple questionnaire now and find out if there's a 10 Times Return for you.

Contact Russ Hatle 714-883-2815

What We Do

- **Create Value** increase for existing assets owned by our Clients by innovating new uses, repositioning, changing entitlements, modifying market perception or physical improvement, changing or improving marketing, developing or re-developing.
- **Invest** our own and Client real estate equity funds with a high level of capital protection, at higher than average market yields with protection against capital loss through dollar depreciation or asset value depreciation.
- **Support** the Client and Professionals to create tax favored structures to increase current cash flows and long term yield

Who doesn't want to make a 10X return on a real estate investment?

Not many properties can be increased 10 times in value – but many properties do lend themselves to a dramatic value increase with a small investment in re-positioning, re-branding, changing the use or focus or new planning. Achieving 10X the cost is not only doable – it's been done again and again.

Find out with an email to 10Ximprimisadvisors.com if your property has a 10X upside potential.

You can learn more

Call Russ Hatle at 714 883 2815

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