

# ARA EQUITY SERVICES GROUP



Exclusively dedicated to the multifamily industry in the Rocky Mountain West region, Apartment Realty Advisors offices in Denver, Phoenix and Salt Lake City are keenly aware of today's challenges facing many of its developer clients.

In addition to providing dedicated land brokers working to identify potential development sites and nine institutional brokers working to sell the finished product, ARA is now providing assistance in securing equity for project acquisition and development.

ARA Equity Services Group (ESG) has been created to provide its developer clients comprehensive underwriting and packaging of potential development opportunities with the sole purpose of sourcing project equity and mezzanine financing. As a consultant to its developer clients, ARA ESG, through its relationships with both institutional and private investors, can create a competition for financing opportunities, resulting in a lower cost of capital for the client.

ARA Equity Services Group will deliver a comprehensive investment proposal package to a wide range of market-ready investors. The proposal will be enhanced with state-of-the-art marketing materials, market information, and real-time knowledge of the subject site, its submarket and current financial market fundamentals.

ARA's track record speaks for itself with over 100 years of brokerage experience and nearly \$3 billion in apartment sales over the past two years in the Rocky Mountain West region. ARA ESG is designed to build upon ARA's brokerage success and further assist our developer clients with additional critical services, such as:

**Financial Analysis:** including property tax analysis, rent sensitivity, anticipated cap rate identification and exit strategy perspectives.

**Proposal Packaging and Presentation:** delivered to potential equity partners with state-of-the-art materials that include aerial photography, high quality graphics, employment and submarket analysis, demographics data and a comprehensive analysis of rent and sales comparables.

ESG is designed to remove the time consuming challenge of equity procurement as a responsibility of the client in order to allow the developer to focus all of its efforts on creating a successful project. By employing ARA Equity Services Group in its search for equity, the developer is able to create a sense of urgency among potential financial partners, develop a competitive bid environment for project financing, access the extensive ARA investor database and make use of comprehensive ARA market research.

ARA Equity Services Group will use its local expertise and national exposure to assist developers by delivering reliable equity sources that are competitively priced, with acceptable terms, and delivered with timely execution.

## SPECIALIZATION

- Equity for Development
- Mezzanine Financing
- Equity for Acquisition

## CAPABILITIES

- Lender/Partner Relationships
- Marketing Materials
- Financial Underwriting
- Negotiating Expertise
- Property Tax Analysis
- Aerial Photos
- Market Rents / Vacancy Analysis
- Employment Overview
- Competing Properties
- Comparable Sales
- Market Trends
- Demographic Analysis
- Construction Pipeline



# ARA EQUITY SERVICES GROUP



**J Jones**  
Vice President  
ARA Equity Services Group

J Jones has been involved in the construction industry for over a decade. J's background helped him to successfully run the Rocky Mountain Region of an \$850 million subordinated debt and equity provider where he invested in a broad range of builders and construction projects. J's current focus is on the multifamily industry, where he is able to quickly understand the financial requirements of various projects. His experience allows him to leverage relationships with an active audience of both private and institutional investors to the benefit of his builder clients. J understands project financing, as well as investor needs, and has the proven ability to locate and deliver sources of capital for the market.



**Doug Andrews**  
Principal  
ARA Equity Services Group

Doug Andrews has worked in commercial real estate in Denver and Colorado Springs for 20 years. Doug has been a specialist in apartments and multi-family land since 1991. In the last four years, Doug has closed more than \$1 billion in multi-family transactions, representing a list of clients that includes JPI, Equity Residential Properties Trust, AMLI Residential Trust, SSR Realty Advisors, The Carmel Companies, Embrey Partners and The Archon Group. Doug has been a member of the portfolio disposition teams for Balcor/American Express (\$600million), Archstone Communities (\$650 million), Mitsui Real Estate (\$225 million), and Jupiter Realty Corp. (\$65.5 million). Doug was honored as the Denver Realtor's Investment Broker of the Year in 2000.



**Jeff Hawks**  
Principal  
ARA Equity Services Group

Jeff Hawks is a 33-year veteran of the real estate business, specializing in apartments for the last 30+ years. In the last four years he sold in excess of \$2 billion in Colorado apartment properties. Prior to starting Apartment Realty Advisors in 2002, Jeff, with his partner Doug Andrews, was the top apartment broker nationally for Grubb & Ellis for three consecutive years. He was selected as Denver's top commercial real estate broker in 2000 by the Denver Board of Realtors. He has been the #1 multi-housing specialist in Denver the last 10 years and has sold more Colorado apartments than any other broker in Denver's history. Mr. Hawks closed more than \$800 million in transactions in the last 12 months.

**ARA** APARTMENT  
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EQUITY SERVICES GROUP

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