



Optimizing Enterprise & Asset Performance

# Company Fact Sheet

## Meet Our Team

**Al Beaudette**, Managing Partner & CEO is a nationally recognized real estate industry leader. He has 30-years of industry experience holding senior executive positions with CBRE, Lowe Enterprises and Harsch Investment Properties. He was the 2008 Chairman of the Board of NAIOP.

**Bob Cutlip**, Founding Partner is a 34-year real estate industry veteran most recently serving as the COO for North America for First Industrial Realty Trust. Bob also served as Chairman of the Board of NAIOP in 2006.

**Rick Chichester**, Founding Partner, is a 26-year real estate industry veteran most recently serving as President of North America for Colliers Macaulay Nicholls-the largest member of Colliers International.

**Brad Hillgren** is a 30-year real estate industry veteran most recently serving as the CEO of the Real Estate Group for Lowe Enterprises Real Estate Group.

**Wally Limburg** is a 35-year real estate industry veteran. He is founder of Strategic Retail Partners-a retail brokerage and consulting firm integrating the top retail professionals from two top brokerage organizations

**Martin Morgenstern** is a 30-year real estate industry veteran. He established the Investment Group for Cushman Realty and founded M2 Properties.

**Tiffany Yazzie** is the partner in charge of Attentus' Native American practice. She is a graduate of Cornell University with a degree in Architecture. She recently received her MBA in Public Policy from the University of Southern California. Tiffany is a Navajo Native.

Attentus Advisors is a trusted real estate advisory firm providing our middle market business owners, sovereign and high net worth clients with real estate solutions that will enhance asset and portfolio level performance and value. Real estate is an asset class of choice for wealth transfer and cash flow stability.

The firm's core team of subject matter experts possess a combined 200+ years of hands-on real estate industry experience. Our team members are some of the real estate industry's most recognized practitioners from both public and private real estate organizations. They have planned, entitled, financed, developed, acquired, managed and repositioned Billions of Dollars in real estate assets for their own account and for the accounts of our many clients and partners.

Many management consulting firms offer a real estate practice, but few can offer talent that have mastered their practice as an industry participant. Experience and our deep industry relationships are two critical competitive advantages of Attentus Advisors. Our experience in multiple real estate disciplines, coupled with industry relationships in virtually every real estate sector, provides our clients with solutions that integrate our own experience than that of our industry peers. We will use these relationships to help our clients achieve their objectives.

### Attentus Advisors offers three primary services:

- **Wealth Preservation Through Asset Strategies:** Evaluating a portfolio or an individual asset requires an expert who understands the market, product type, and the operations of the properties. Unless you have operated real estate, it is impossible to provide a comprehensive and reliable solution. Each asset has a story. Our job is to create that story.
- **Real Estate Business Consulting Services:** Comprehensive management consulting services that develop the strategies and business foundations enabling our clients to continue to thrive in a rapidly changing business environment. We will provide the tools and experience necessary to redesign the successful real estate organization of the future.
- **Strategic Transaction Services:** Successfully buying, leasing and selling real estate requires a hands-on Transaction Management approach. Whether you are buying a company where real estate is part of the acquisition, or your are just looking to optimize the value of a single asset, a thorough understanding of how an asset works and how it can perform at optimal levels is essential. Attentus engages with our clients at a number of different levels assuring that optimal asset performance is achieved.

## Our Operating Principles

### Our Purpose:

To integrate creativity, talent and experience to help our clients create and preserve the value of their real estate holdings

### Our Core Values:

- To work with talented and committed peers in pursuit of excellence and continuous improvement
- Create an environment of trust, respect and collegial spirit
- Act with the highest level of ethical standards treating others fairly and with respect
- To work hard and have fun!

### How We Work:

You will be working with one of our partners on every assignment. We do not delegate to associates because we believe that you should have direct interface with an experienced professional who will handle your assignment with the care and professionalism that you expect. Because of the unique set of talent, we can provide you with an expert who has dealt previously with your specific situation. Our process involves four important steps:

1. [Assessment](#)
2. [Analytics & Insight](#)
3. [Recommendations & Execution](#)
4. [Feedback Loop](#)

## Our Beginning

The business concept for Attentus was formed from our experience in running both public and private real estate organizations. One of the greatest challenges we faced was finding reliable consulting capabilities that could not only test our internal assumptions, but also provide us hands on experience in solving real estate problems. Over the years we have all used international as well as local consulting firms and found that the analytical skills were often excellent, but they fell short in being able to provide real-life experience in managing a real estate company, operating a real estate company, developing and operating a property or a portfolio, etc. This was because few had actually been in the business at an operating level, and fewer still had run a real estate organization.

With the challenging national and international real estate environment, we saw an opportunity to form a very unique consulting company – one that focuses on one product-real estate, and one who's consultants are all nationally recognized industry experts who have held the top jobs in many of the most recognized real estate organizations. In late 2008, we joined together to deliver our services and capabilities to you, our client.

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