

# Retail Re-Engineered

## ...It is Complex, Tenant Driven, and Market Centric

We never treat real estate like a commodity. Retail, in particular, is uniquely complex. It's decidedly tenant-driven and completely location-driven. That is why we established a collaborative and highly creative culture — to set the industry standard in retail investment and client service. Whether advising on a single asset or large portfolio, we bring top-level expertise to every aspect of the transaction, providing our clients with strategy, execution, and results that are unmatched by any other retail-specialized group in the nation.

**One Team. One Company: Moving Markets and Maximizing Value.**

## Transforming the Retail Real Estate Industry

Through its recent strategic partnership with X-Team Retail Advisors, a nationwide affiliation of seasoned retail leasing experts, we offer a fully integrated platform with disciplined expertise in landlord leasing, tenant representation, capital markets, and investment sales to maximize value for clients.

Together, we serve as a collaborative resource through the sharing of relationships, industry knowledge, and property level insights, while providing clients with a unique combination of national scale, regional strategies, and local market expertise.

Tenant Rep

Landlord  
Leasing

Capital  
Markets

Investment  
Advisory & Sales

**40+**

Markets U.S.  
& Canada

**350+**

Professionals  
Nationwide

**25**

Years in  
Business

**“Faris Lee** is unique in providing a very high level of integrated financial and marketing processes.”

**Chris Westfahl**, *Managing Director*  
Silverpeak Real Estate Partners





## Minds Moving Markets

We are fully committed to  
delivering on our promises and principles

### **We've Always Been Different**

Faris Lee was founded in 1996 on the premise that there was a place in the industry for a firm with a commitment to openness, transparency and the willingness to share ideas. We believed that a multidisciplinary approach would yield superior results. An atmosphere of continual self-improvement was a key objective, as was behaving with the highest level of integrity in all client interactions. Even our approach to staffing was innovative: We didn't necessarily hire for retail real estate experience, but rather for the quality of the person.

### **The Faris Lee Promise: To Protect, Enhance, and Create Value**

The passing of nearly 25 years has confirmed our business model. We continue to rely on forward-thinking market expertise, collaborative teamwork, and creative insight to deliver outstanding value. We have become one of the leading retail real estate advisory firms nationwide. Our transactional experience spans billions of dollars and thousands of deals, and we're proud to say we have the industry's highest closing percentage.

## One Team. One Company.

For the last 25 years, we've focused on maximizing investment value for retail owners in order to deliver outstanding results.

We are guided by the following principles:

### **Integrity**

The moral character to do what is right

### **Community**

Care and concern for the welfare and success of others

### **Ambition**

Committed to personal, professional, and organizational growth and development

### **Accountability**

Willingly accept responsibility for our actions

## We See Smarter. We See Further. We See Better.

Since Inception, the investment advisor has built an unmatched knowledge base and deep team of experts that both private investors and institutions count on to bring opportunities and execute strategies. Our powerful combination of specialized retail expertise and in-depth understanding of market fundamentals delivers results that consistently meet clients' needs.

We have earned a reputation for creating strategic approaches that blend traditional real estate brokerage services with corporate advisory, finance and capital markets expertise. Through collaboration and relentless execution, we build time-tested relationships as a trusted advisor regardless of the market cycle or investment strategy.



# Seven Investment Groups Tailored to our Client Needs:

## **National Anchored Retail Investment Group**

Anchored retail properties are arguably the most complicated and complex assets within the retail real estate universe. Our understanding of the nuances and complexities of anchored retail is unmatched in the industry. We specialize in Neighborhoods/Community Centers, Power Centers, Regional Malls, and Mixed-Use Properties.

## **National Mid-Market Investment Group**

The retail investment "Middle Market" or "Mid-Market" is comprised of multi-tenant assets that fall in the space between single tenant retail and multi-tenant anchored retail ranging in pricing from \$2 million to \$18 million. This market is further characterized by assets which are not primarily driven by corporate tenancy, but are driven by local real estate fundamentals.

## **National Single Tenant Investment Group**

Single tenant retail assets better defined as a bond wrapped in real estate range from \$1 million to \$50+ million. These properties provide a wide range of investors with portfolio diversity and a hedge against market uncertainty.

## **Private Client Group, West Advisory Group**

The Private Client Investment Group, West will support opportunistic investors looking to reposition and redevelop assets. It focuses on providing relationship clients advisory throughout the life cycle of their investments, developments, and portfolios.

## **Private Capital Acquisition Advisory Group**

Investors seek viable investment opportunities supported by sound strategies. We carefully evaluate prospective transactions and provide strategic guidance or advisory services that enable clients to achieve investment objectives.

## **Capital Markets**

Our ability to access and structure capital effectively is anchored on an approach to align investors with capital partners that share similar investment and operating objectives. An extensive network and long-established relationships with leading domestic and international institutional capital sources allow us to successfully execute.

## **National Senior Living & Hospitality Group**

We work with retail owners and investors to optimally position retail assets. A strategic approach to explore in a challenging and complex environment is adding senior housing or hospitality uses to address challenges a retail property faces, or to maximize the value of unused land.



## At Faris Lee Investments

**We protect,** enhance, and create value.

**We are strategic,** surgical, and creative.

**We engineer** our teams to fit the project and client.

**We treat** each other with integrity, dignity, and respect.

**We share** openly and completely for the benefit of our clients and each other.

**We are committed** to superior quality standards.

**“Creativity and drive** to get deals done have been consistent qualities of the firm over the years. Ultimately, Faris Lee is a different breed of broker. They are experts who can do more than one thing.”

**Joseph D. Goveia**, *President*  
Goveia Commercial Real Estate



## Client List

3D Investments  
Blackrock  
Blackstone  
Brixmor  
Cadence Capital  
CBL & Associates  
CIM Group  
Citivest  
Clarion Partners  
Combined Properties  
Coventry Advisors  
SITE Centers  
Decron Properties  
Donahue Schriber  
DSB Properties  
Fortress  
Fritz Duda  
GDA  
Grosvenor  
Hutensky Capital Partners  
Inland Companies  
Invesco RE  
JP Morgan Chase  
Kimco Realty  
Krausz Companies  
La Salle Advisors  
Ladder Capital Finance  
Lend Lease  
Lewis Operating Corp  
LNR  
Lubert Adler  
Macerich  
Midland  
Milan Capital  
Newmark Merrill  
North American  
Oaktree Captial  
Pacific Castle  
Pactrust Realty  
Paragon  
Passco  
PCCP  
Phillips Edison  
Praedium Advisors  
PREIT  
Pres Companies  
PGIM  
Realty Income Corp  
Red Mountain Retail  
Regency Centers  
Rich Development  
Rockwood Capital  
RPAI Properties  
Sabal Financial  
Shamrock Fund  
ShopCore Properties  
ShopOne Centers  
Silverpeak Partners  
SKB  
Spirit Realty  
STORE Capital  
Tooley Investments  
Torchlight Investors  
Trigild  
Vestar  
Vornado Realty  
VEREIT  
Washington Prime Group  
Weingarten  
Westrust  
Westwood Financial  
Whitestone REIT  
Winthrop REIT

## Locations

Houston  
Nashville / Knoxville  
Birmingham  
Los Angeles  
Las Vegas  
Cincinnati  
Austin  
Irvine  
Tampa  
Chicago  
San Francisco  
Kansas City  
Denver  
Salt Lake City  
Portland  
Indianapolis  
Albuquerque  
Seattle  
San Antonio  
Norfolk / Richmond  
Calgary / Vancouver  
Boston  
New Orleans  
Detroit  
Newport Beach  
Jacksonville  
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