

Asset Services



**CITADEL
PARTNERS**

Real Estate Advisors



Unexpected value across your entire portfolio

It's just space until a tenant sees it
as the better fit for their business.

**Citadel Partners lives in the intersection where owner wants, needs,
and ambitions meet the complex criteria that savvy tenants apply to
their real estate decisions.**

Our extensive tenant experience helps us see the building the way
prospective tenants will, positioning it in the context of their brands and
businesses based on a demonstrable understanding of what defines value
for them.

Our process helps us quickly understand the impact your space will have
on a broad array of a tenant's company needs. That insight helps us more
quickly align your building to meet the myriad of criteria that savvy tenants
apply to their real estate decisions. We help them understand why their
business will perform best in your space.



Integrated Business Value

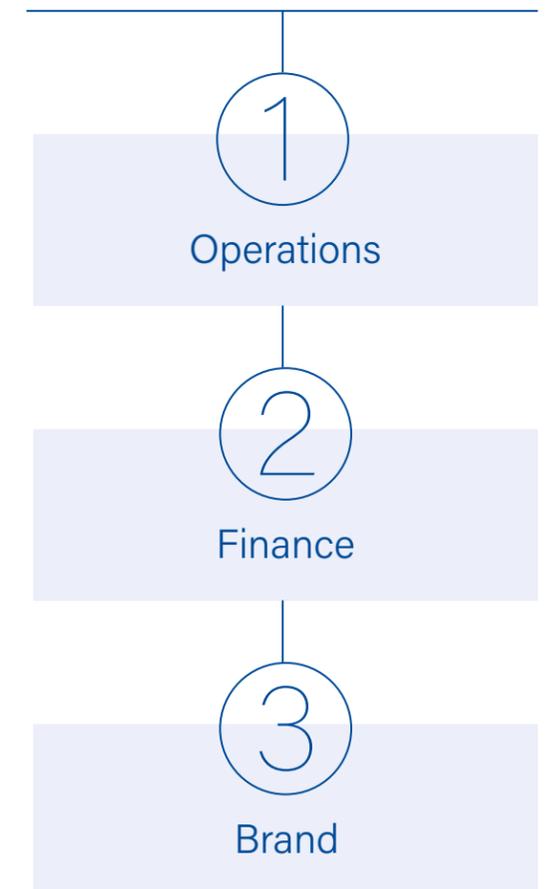
Secure tenants that align with your investment strategy

Integrated Business Value (IBV) is the beneficial impact of a comprehensive real estate strategy in building your asset's value and its market performance.

IBV based solutions are not only aligned with your investment strategy, but reveal benefits and opportunities specific to your company's most critical performance drivers, including Operations, Finance and Brand.

When owners want a real estate team to do more than find a good tenant, we'll meet the challenge of finding the right tenant to build investment value. Involve us up front and get more than just price out of your marketing and leasing efforts.

Primary Drivers for Business Performance



Office Representation

We represent your asset's value, not just its available space.

Asset Services for Office are paramount in building asset value.

Owner brand and business strategy are key to our planning and consulting services. Understanding how you define asset value is our starting point in knowing how to make your building realize its potential for lease or sale. We not only align your project with your P&L, but we consider other areas where real estate decisions will impact long-term investment value and exit strategy.

Over years of experience in Occupier Services for Office give us a considerable edge in managing the complexity of the Office sector. Our DAAD methodology helps us focus on finding you the right tenants for the right reasons and bringing them into the process at just the right time.

Integrated Business Value in Office reflects a 360° understanding of both the building owner's expectations for optimum asset value and an office tenant's criteria for space that enhances their businesses performance. We apply DAAD to help the tenant understand how your asset delivers IBV in their world. In the Office sector, the better fit offers value to both sides of the equation.

DAAD Methodology

Our methodology gives you a deeper understanding of your company, your goals, and how you define value.

Citadel Asset Services Team uses our proprietary DAAD methodology in representing Office and Industrial owners. This invaluable process increases our understanding of your goals in the context of tenant real estate decision making. Leveraging that expertise, we raise asset value in the tenant's or buyer's mind, generating interest and urgency for leasing or asset acquisition/disposition projects.



Industrial Representation

Find the better fit for
your brand of industrial assets.

Effective Asset Services in Industrial demand that we apply a custom set of advisory services to navigate the full range of end-user industrial activities successfully.

We align our services to the challenges and opportunities specific to the full array of your company's real estate objectives and investment value drivers. We use our DAAD methodology to see your asset through the tenant's lenses, their strategies and performance goals, as well as the functions that make an industrial building the better fit.

That kind of deep understanding becomes positive leverage in representing your company's IBV drivers-operations, brand and finance. We understand what drives a tenants perception of your asset and how to leverage this knowledge in their decision making process to help increase your asset value.

The combination of tenant knowledge, market expertise, and our ability to drive asset value is what makes Asset Services from Citadel Partners the better fit.



Asset Services

We apply experience and expertise across all areas to create more informed, comprehensive, and integrated real estate solutions.

REAL ESTATE INVESTMENT STRATEGIC PLANNING

- Portfolio investment strategy identification/alignment/refinement
- Identification of hold periods, exit strategy, hurdle metrics, ROI requirements
- Portfolio administration, product type, geographic location

FINANCIAL ANALYSIS AND MANAGEMENT

- Project financial analysis
- Debt and equity sourcing and coordination
- Appraisal and valuation
- Due diligence underwriting and new-development pro forma creation
- Capital budget creation and analysis
- Operating expense reconciliation
- Annual budget creation
- Property tax consulting

PROJECT LEASING

- Market analysis
- Comparable property and market trends analysis
- Brokerage outreach, civic, and community activation
- Formulate strategic marketing plan

ARCHITECTURAL PLANNING

- Space programming and maximization
- Planning and test fit analysis
- Municipal compliance and permitting
- Architectural standards review
- Site analysis
- Tenant improvement standards

PROJECT MANAGEMENT

- Interior and ground-up construction management
- Construction document and development coordination
- Build-to-suit and design-build
- Relocation management and technology integration
- Budget compliance

OWNERSHIP SERVICES

- Investment and strategic planning
- Performance driver study
- Property and asset management
- Facility management
- Project accountability

FINANCIAL ANALYSIS AND MANAGEMENT

- Project financial analysis
- Debt and equity sourcing and coordination
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- Capital budget creation and analysis
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INVESTMENT SALES

- Investment and strategic planning
- Comparable sale analysis
- Market positioning and brand alignment
- Go-to-market strategy
- Asset performance analysis

MARKET RESEARCH

- Macro/micro economic analysis
- Tenant demand and business drivers
- Gap analysis – supply vs. demand
- Competitive property analysis
- Labor analytics
- Supply chain and logistics analysis
- Site selection

MARKETING SERVICES

- Social media and digital marketing
- Proactive brokerage outreach and cultivation
- Client knowledge reports
- Market reports



Our Story

Being the better fit didn't happen overnight.

We've been shaping our services around a dynamic client base for three decades. Since our beginning, the Citadel Partners service ethic has reflected the value of the right solution, not the quick deal – with our clients at the center of our universe.

As a real estate advisory, our services meet the needs of our clients, not the other way around. We configure the right people to the right tasks in both our Office and Industrial service groups, so you pay for what your assignment requires, not for resources you'll never use.

- 1987
Scott Morse founded the Morse Company.
- 1995
Scott Jessen joined the company, and together, the Scotts began their career-long commitment of taking CRE service and broker value beyond the transaction level and transforming market knowledge into market expertise.
- 2005
The Morse Company was acquired by Colliers where Morse and Jessen built and led top performing teams. Across North Texas, Morse and Jessen see a growing shift in client needs – strategic alignment of real estate with business performance.
- 2012
Morse and Jessen launched Citadel Partners, moving beyond the old-school broker model to expand advisor consultative skill sets and services. Citadel develops a proprietary methodology to help clients discover the enhanced value and increased business performance benefits from real estate decisions.
- 2014
Citadel invested in expanding strategic skill sets, including devising a methodology to identify and increase the value benefits from integrated real estate strategies.
- Today
Citadel Partners is an established real estate advisory firm providing strategy based CRE solutions, market insight and expertise, and uncompromised service from its Office and Industrial teams located in Dallas and Fort Worth.



"The experience and knowledge of the Citadel team was invaluable in making this transaction happen. The breadth of their relationships were key in bringing this to **a successful and timely close.**"

BRYAN BOOKER
World Wide Real Estate Manager,
Design and Sales Facilities Group Texas Instruments Inc.



"The Citadel team's overall market knowledge and experience, plus their insight of the Corporate user, and specifically what drives our business, was uniquely beneficial in determining the viability of our new development. The result was a new development that **exceeded our expectations** and increased our overall projected asset value."

JOHN LEINBAUGH
Vice President Investments,
CORE5 Industrial Partners



"We like working with Citadel Partners for their integrity in the commercial real estate business. They are **an ideal partner for us.**"

DOUG BOYD
President, Estech Systems, Inc. (ESI)



"The NTTA is a governmental entity going through incredible growth and the team of Scott and Scott has **helped bring order to the chaos.** Their market knowledge, procurement processes, and understanding of private and public entity issues, makes them excellent stewards of NTTA resources to maximize revenue and control costs."

RICK HERRINGTON
Former Deputy Executive Director,
North Texas Tollway Authority

Collaborative Affiliations

Through our collaborative affiliations, Citadel Partners serves clients across the Dallas-Fort Worth metroplex, throughout Texas and around the country.



Society of Industrial and Office Realtors

- 3,100+ Professionals
- 34 Countries
- 630+ Markets
- \$2.1 Billion+ Annual Transactions



Certified Commercial Investment Member

- 13,000+ Professionals
- 1,000+ Markets
- \$200 Billion+ Transactions



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