

# SOUTHEAST ASSET SPECIALISTS, LLC

## **COMPANY OVERVIEW:**

Southeast Asset Specialists, LLC (SEAS) is a real estate investment management and brokerage service company headquartered in Broward County, Florida. SEAS specializes in investment analysis and management of real estate assets, in addition to fundamental strengths in land acquisition and disposition. The company's core business is providing exclusive representation to clients on a retained services basis. SEAS team members have successful real estate development experience and operational expertise, allowing us to provide entitlement, development and property management support services to clients on an as needed basis.

## **ACQUISITION SERVICES:**

When performing our traditional role of a Buyer's Broker, SEAS provides our clients with an unparalleled level of professional service, including: (a) targeted site identification, (b) acquisition prioritization and selection, (c) asset valuation, (d) contract negotiation support and (e) relationship maintenance. Utilizing our extensive market knowledge coupled with our business and professional network as well as primary research, we have been able to consistently generate superior acquisition and investment opportunities for our clients.

## **DISPOSITION SERVICES:**

SEAS' objective is to provide value-added real estate brokerage services. The company assists in the disposition of real estate assets through a variety of services, including: (a) highest & best use analysis, (b) asset valuation based on current primary market research, (c) targeted prospecting, (d) site listing & marketing, (e) purchaser qualification & vetting, (f) contract negotiation support, and (g) relationship maintenance. SEAS utilizes its network of real estate investors, developers, private equity funds, REITs and local and national builders to generate sales opportunities for clients.

## **DEVELOPMENT SERVICES:**

SEAS has the ability and experience to recruit, contract for, and manage entitlement and site development teams in order to create and implement market driven community plans, and complete development infrastructure for projects across the Southeastern United States. Through long-standing relationships with highly qualified and competent local and regional land use attorneys, engineers, planners, land development contractors and subcontractors, we are able to provide our clients with these planning, entitlement and development services on an as needed basis.

## **INVESTMENT MANAGEMENT:**

SEAS places an emphasis on helping clients preserve or increase the value in their real estate investments and holdings. Specifically, SEAS helps ensure that the value of owned or leveraged assets is maintained whether through extending existing entitlements, applying for new entitlements which make the asset more marketable, or by providing clients with an unbiased comprehensive assessment of the asset's short and long term viability along with alternative development or disposition strategies available.

Having demonstrated core competencies in these areas, SEAS' managing member has been recruited to provide asset management services to the Courts overseeing real estate foreclosures, via the role of Receiver. To fulfill this role, the principals of SEAS assembled an experienced team of real estate professionals to manage and protect and preserve the value of the collateral asset during what can be a lengthy period of conflicting priorities, indecision and increased risk for lenders, owners and other stake holders.

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### COMPANY OWNERSHIP & MANAGEMENT:

SEAS is a Florida limited liability company, founded in 2008, owned and operated by K. Reid Hotaling and Leslie A. Maister, two seasoned real estate professionals with over 50 years of combined real estate transaction experience. Both principals are registered with the Florida Department of Business and Professional Regulation, Division of Real Estate, as licensed Real Estate Brokers. In addition Reid Hotaling has held an unlimited Florida General Contractor's license since 1976 and is a Licensed Real Estate Broker in the state of North Carolina



SEAS' management is led by K. Reid Hotaling, a former homebuilding and multifamily housing developer. Reid has extensive experience in real estate acquisition, land development, construction and operations management, equity joint ventures and project financing. Reid leads the newly opened Jacksonville branch office of SEAS and currently splits his time between North and South Florida. Reid began his homebuilding and development career in south Florida with Centex Homes and became a Florida Licensed General Contractor in 1976. Reid spent five years with Centex and was responsible for Centex's Broward County operations delivering several hundred homes per year. From single-family homebuilding Reid went on to develop and build out a 984-unit luxury high-rise waterfront development in Miami Beach complete with a deep-water marina. Following the completion of this project Reid became one of the founding members of a Charlotte, NC based apartment developer where he oversaw operations and became a Managing Partner, growing the company from a virtual start-up to a national firm that during Reid's tenure built over 25,000 rental apartments in every state on the east coast from FL to NJ.

Recruited to return to Florida in 1993 by K. Hovnanian Companies, Reid spent five years with K. Hovnanian starting as a VP of Land Acquisition and then as the Florida Division President where he oversaw the development, sale and build-out of over 2,000 homes. For the nine years prior to founding SEAS, Reid successfully led a \$600,000,000 land acquisition program in his dual roles as Centex Homes' Southeast Florida Division's Senior Vice President of Land Acquisition and the Senior Vice President of the Southeast Florida Branch Office of Centex Realty, Inc. During Reid's second tenure at Centex, the acquisition team facilitated the growth of the Division from 400 homes per year to an operation producing over 2,000 homes per year. Reid is a current CCIM candidate and has been an active contributor to the building industry by holding the offices of Government Affairs Director, PAC Chairman and President of the Gold Coast Builders Association (GCBA). Reid is a Life Director of GCBA and a past member of the Board of Directors of the Florida Homebuilders Association. Reid received his undergraduate degree in Construction Management from Clemson University School of Architecture and his M.B.A. from Emory University School of Business.

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Also a principal for Southeast Asset Specialists, Leslie Maister is a licensed Florida real estate Broker, specializing in land transactions. Leslie manages the South Florida office of SEAS, based in Fort Lauderdale. Leslie grew up in South Florida after emigrating from London, England and attended Pine Crest School in Ft. Lauderdale. Leslie went on to obtain a Bachelor of Science degree in Accounting from Washington and Lee University in Lexington, VA. Leslie returned to South Florida in 1996 to begin his real estate career with K. Hovnanian Companies as a market analyst and then as a marketing manager for the company's single-family communities in Broward, Palm Beach, and St. Lucie Counties, gaining extensive experience in site and market analysis. With an opportunity to learn the other end of the production building process, Leslie was recruited to Centex Homes as a land acquisition manager, heading up their land acquisition efforts in Broward and Palm Beach Counties. During those 8 years, Leslie was responsible for the acquisition of over \$125,000,000 of residential and mixed-use development parcels and was an integral member of the Centex Realty acquisition team that closed over \$600,000,000 of land transactions throughout South Florida. Since co-founding Southeast Asset Specialists in 2008, Leslie has continued to expand his real estate knowledge base and the firm's scope of services by brokering and/or investing in agricultural, flex/industrial, and multifamily rental properties in addition to property management and consulting projects. Leslie is a current CCIM candidate, a member of the Urban Land Institute, a participant in ACRES (Alliance of Corporate Real Estate Executives and Specialists) and has also donated time and energy to the Gold Coast Builder's Association, participating in both the government affairs and sales and marketing committees over his years in the residential sector. Leslie lives in Ft. Lauderdale with his wife Lisa and their three children, Max, Sienna, and Vivian.

### ADDITIONAL TEAM MEMBER

Kenneth DeLaTorre, Director of Planning & Entitlement

Ken is a 17-year veteran of Land Planning, Zoning, and Land Use regulation in South Florida. Residing in Palm Beach County since 1998, after completing his studies at the University of Rhode Island, Ken worked for some of the top planning, design and engineering firms in the County before starting Design & Entitlement Consultants in 2008. Ken handles all of SEAS' entitlement & technical due diligence research and entitlement & development budgeting, in addition to SEAS' conceptual site planning work as an independent contractor, working closely with Reid and Leslie on every project. Ken is currently a member of the American Society of Landscape Architects, American Planning Association, Alliance of Corporate Real Estate Executives and Specialists, and a former member of the Gold Coast Builder's Association, St. Lucie Chamber of Commerce, and Palm Beach Chamber of Commerce. Ken is a licensed Real Estate Salesperson and Ken's combined real estate and land planning skills and strengths allow SEAS to provide a width and depth of services atypical of most real estate brokerage and management firms.

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### ADDITIONAL TEAM MEMBER

Mollie Demaline, Research Analyst

Mollie has over 30 years' experience working in the real estate arena. She began her career in a local family-owned real estate appraisal shop and then spent several years honing her research skills working for a property tax consultant firm in Los Angeles, California. Upon returning to Florida, Mollie took a position with the Altman Companies, a highly regarded luxury apartment developer, working with due diligence teams for proposed development sites, and then most recently for Centex Homes, a top tier national home builder, primarily assisting the Acquisition Department with all aspects of property research, due diligence, contract management and development. With her extremely strong research and analytical skills, Mollie has proven to be an invaluable member of the SEAS team.

### CLIENTS:

SEAS works with a diverse clientele ranging from individuals to publicly held companies, private equity groups to FDIC insured banks. The needs of our customers are far ranging and SEAS has the capacity to adapt to changing market conditions and offer the services required at any given point in time. Recently, it has been the lending community requiring the most assistance and SEAS has been willing to meet this need by providing a variety of property specific services.

### REFERRALS:

Should you wish to investigate our capabilities and performance further, we would welcome the opportunity for you to speak with past and present clients. Please don't hesitate to ask for contact information for individuals willing to share their experiences working with our team.