

SOUTHEAST ASSET SPECIALISTS, LLC

COMPANY OVERVIEW:

Southeast Asset Specialists, LLC (SEAS) is a real estate investment management and brokerage service company headquartered in Jacksonville, Florida. Active throughout the state, 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 and best use analysis, (b) asset valuation based on current primary market research, (c) targeted prospecting, (d) site listing and marketing, (e) purchaser qualification and 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, SEAS assembled an experienced team of real estate professionals to manage, 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, a seasoned real estate professional with over thirty plus years of real estate transaction experience. Mr. Hotaling is registered with the Florida Department of Business and Professional Regulation, Division of Real Estate, as a licensed Real Estate Broker. In addition, Reid is a licensed unlimited Florida General Contractor and a licensed Real Estate Broker in the state of North Carolina



SEAS' 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 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 ultimately 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, a 35,000 sq. ft. health spa, a multi court tennis pavilion and an award-winning upscale restaurant. Following the completion of this project Reid became one of the founding members of a Charlotte, NC based rental 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 Florida to New Jersey

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, a past member of the Board of Directors of the Florida Homebuilders Association and is currently a member of the Northeast Florida Builder's Association, the Florida Homebuilder's Association and the National Association of Home Builders. 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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ADDITIONAL TEAM MEMBER

Mollie Demaline, Research Analyst

Mollie has over 35 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. In the early stage of SEAS growth the company developed strong working relationships within the lending community including a number of National Banks, which at the time required assistance with their REO properties 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.