



REAL ESTATE ADVISORY

Proposal

REEDY
PROPERTY GROUP

Real Estate Advisory

About Us

Alex Powell

Director of Real Estate Advisory

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Alex has over 20 years of commercial real estate and development experience and has been involved in over \$150 mil of transactions. Before joining Reedy Commercial, Alex was the Commercial Real Estate Manager for Johnson Development that included efforts in multiple markets with a focus on leasing and development in downtown Spartanburg. Prior to joining JDA, Alex directed leasing for Moonbeam Capital Investments in Atlanta, GA, where his efforts were focused on redevelopment and leasing for distressed shopping malls and retail centers. Alex began his career in commercial real estate in Atlanta, GA and has worked with several Atlanta real estate companies and developers focusing on multiple aspects of commercial real estate. Alex received his Bachelor's Degree from Berry College and his Master's Degree from the University of Georgia.

Alex is a member of multiple boards and he serves OneSpartanburg, Inc. in multiple capacities. Alex is originally from Athens, GA and is married to the former Coker Gamble. They have two children, Sadie and Net.

Real Estate Advisory | Overview

We know the market because we're invested here, too. At Reedy Commercial, we care about the why behind a commercial property as much as the what. That's because we believe resilient communities, and portfolios that weather any market, start with people who have a vision beyond a quick profit.

Our Real Estate Advisory division is here as a local resource and expert, through every aspect of your real estate project. From demographic analyses, identifying key population trends, and consumer preferences, we research tenants in each market segment, categorizing them by class and size, while assessing market rents. Additionally, we identify potential tenant categories absent in the market and recommend suitable additions. Our team reviews major development projects and competitive landscapes, evaluating their impact on market dynamics. For each project, we analyze retail, office, and housing components, suggesting optimal square footage, layouts, and unit numbers. We assist in budget development and management, crafting detailed timelines for project delivery. Leveraging our network, we engage prospective tenants, gauging their interest for the market and the project. We attend relevant municipal meetings to navigate zoning, planning, and permitting processes effectively. With Reedy's Real Estate Advisory's arm, we are with you every step of the way.

Scope of Services

Real Estate Advisory

REEDY

RESEARCH

- Provide comprehensive studies of retail, office, multifamily and mixed-use markets that includes the following:
 - Demographics
 - Current tenants in the market in a specified class
 - Current market rents based on tenant size and category
- Qualify tenants by analyzing the tenant mix in a market and/or asset class
- Provide overview of major development and competitive projects in a designated market

PLAN

- Review plans for all retail, office, and housing aspects of a project. This includes identifying and recommending the appropriate and most efficient retail square footage, layouts and number of units for the project.
- Assist with budget development and budget management
- Develop a detailed timeline for projects to include delivery of specified spaces

ACT

- Engage potential tenants, negotiate lease terms, and facilitate lease administration for any new leases, extensions, or renewals
- Attend appropriate meetings for the project, including municipal meetings, zoning, planning, and permitting as guided by client.