



## Jeffrey(Jeff) L. Reber

2 West St. George Blvd., Suite 37N 4<sup>th</sup> Flr of Tower - Ancestor Square, St. George, UT 84770 Phone: 435-656-8238 Fax: 435-656-0659 Email: jeff@reaswest.com



### Current Responsibilities

Jeff Reber is currently the Principal Partner for Real Estate Asset Strategies, LLC (REAS) providing a full range of real estate services, specializing in developing and implementing real estate asset strategies for individual properties, large international portfolios, and transportation projects including maritime ports, airports, and transit systems.

Mr. Reber draws on over 25 years of extensive real estate experience to offer services in four specialty areas including; Portfolio, Organizational, Development and Asset, and Operational Strategies.

### Experience

- Mr. Reber has over 25 years of real estate portfolio and asset management experience.
- Headed an international initiative to develop and provide real estate services for Ports and Airports throughout the Americas. In this capacity Mr. Reber was successful in negotiating real estate asset development strategies for major projects throughout Central America and the United States.
- Mr. Reber has also hired and managed a national portfolio management staff for 112 locations to implement corporate real estate strategies, space planning and cost reduction programs.
- As part of the transition management team, he helped develop and implement Bank of America's real estate portfolio transaction program and managed the lease administration for approximately 30 million square feet of bank owned and leased assets.
- He has performed in-depth analysis and prepared strategic plans for investment properties and portfolios, and has closed over 100 acquisition and disposition transactions totaling more than 16 million square feet of commercial & industrial properties throughout the United States.
- Mr. Reber also has expertise in managing real estate portfolio risk associated with environmentally tainted properties.



### Positions

- Principal of Real Estate Asset Strategies
- Partner Colliers Utah – Central and Southern Region
- Director Jones Lang LaSalle, Global Consulting Group in charge of Port, Airport and Transportation projects in the Americas.
- Senior Vice President with Staubach Company, implementing portfolio management programs.
- Senior Vice President with Minet, a global insurance brokerage company, where he managed corporate real estate operations and facilities.
- Senior Vice President PM Realty Group, managing property operations for the Northern California region.
- Senior Vice President Equitec Financial Group, supervising acquisitions, dispositions, loan workout strategies, and strategic portfolio management. As a Vice President, he managed the Los Angeles World Trade Center and was President of the World Trade Center Association's Los Angeles Chapter.

### Education and Affiliations

Mr. Reber graduated from Brigham Young University with a dual degree in geology and spanish. He also attended Cal State Hayward, Cal State Berkeley, Cal Poly Pomona with an emphasis in Business Management.

Mr. Reber holds real estate brokerage licenses in California, Washington, and Utah, and a commercial insurance broker's license with a Certified Insurance Counselor (CIC) designation specializing in real estate portfolio risk management.

## Qualifications Summary for Jeffrey (Jeff) L. Reber

2 West St. George Blvd., Suite 37N, St. George, UT 84770 wk: 435-656-8238 Fax: 435-656-0659 Email: jeff@reaswest.com

### Summary of Qualifications:

- 20+ years of broad commercial real estate portfolio/asset management experience
- Headed multi-national transportation development initiative focused on ports & airport development
- Experience in strategic planning, acquisitions/dispositions, leasing x Portfolio restructuring, and asset management program design and implementation
- Directly responsible for management of 26 partnerships and over 22 million SF of mixed-use properties
- Managed World Trade Center (LA), President of LA Chapter of WTCA, GM of International Club
- Proven track record in property/facility management, construction and space planning
- Licensed real estate broker in Utah, Washington and California
- CIC designation, emphasis on environmental liability & remediation for real estate portfolios

### Accomplishments:

- Principal partner in Real Estate Asset Strategies providing a broad range of commercial real estate services with special emphasis on large project development strategies.
- Established Colliers International's Southern Regional office, responsible for all aspects of real estate services provided to clients in Central & Southern Utah, NW Arizona, and SE Nevada area.
- Headed Jones Lang LaSalle's Ports, Airports, Transportation real estate initiative for the Americas. Secured significant contracts for strategic planning and development of airport and port real estate assets throughout North and South America.
- Developed and helped implemented Bank of America's real estate portfolio transaction program for transactions in California, Northwest region, Chicago/Midwest region and the New York area.
- Developed exit strategies for Bank of America's major west coast assets including the Columbia Seafirst Tower, the Bank of America Tower in Spokane, and various other major assets within this region.
- Consultant/Manager for Bank of America's Lease Administration program for over 5,000 locations. This program included their owned asset portfolio for approximately 30 million square feet.
- Developed and implemented 'Value Enhancement' strategies for private and publicly owned major investment properties and portfolios throughout the United States.
- Hired and managed a national portfolio management staff for 39 locations within the United States, providing regional implementation of portfolio management plans and cost reduction programs.
- Directed 'due diligence', negotiated and personally closed over 150 acquisition and disposition transactions valued at approximately \$2 billion dollars (approx. 20 million sqft).
- Conducted acquisition/dispositions and mitigation evaluations for environmentally tainted properties.
- Successfully re-negotiated over \$900 million in loan packages on 26 nationally syndicated real estate portfolios.
- Developed and managed a tenant improvement construction management team responsible for approximately \$10 million per year in development and tenant improvement projects.

### Employment History

Real Estate Asset Strategies, LLC, Utah, California, Washington

2004 - Current

Principal Partner - Manage company and provide commercial real estate services to established clients and companies. Focus on development strategies on large mixed use development projects, transportation system asset utilization, and acquisitions & dispositions.

Colliers International, Colliers Clark CRG, Utah

2001 – 2004

Managing Partner, Central & Southern Utah Region - Equity Partner - managed all real estate services provided to clients in region. Provide global consulting services specializing in development & value enhancement for commercial, retail and industrial assets.

Jones Lang LaSalle, San Francisco, CA

1997 - 2001

Sr. Director, Global Consulting & Asset Management - Commercial real estate portfolio development and management strategies, transactions, lease administration, marketing, portfolio value enhancement, portfolio transaction management programs.

The Staubach Company, Inc., Dallas, TX. (Palo Alto, CA office) 1995 - 1997  
Manager, Staubach Alliance Services (SAS) - Corporate services programs, consulting on portfolio marketing and value enhancement, preparation and response to RFPs, implement portfolio management programs.  
Minet, Inc., Palo Alto, California [Global Insurance Brokerage] 1992 - 1995  
Senior Vice President & Director of Corporate Real Estate and Facilities - Development & implementation of real estate portfolio management program. Acquisitions & disposition of corporate assets. Corporate real estate investment strategies.

PM Realty Group, Inc., San Jose, California 1989 - 1992  
Sr. Vice President, Regional Manager - Responsible for all property & facility management operations for the Northern California Region. Portfolios for Prudential, Mellon Bank, Equitable Ins. and private investor portfolios. Approximately 8 million sqft of commercial, retail and multi-residential properties.

Equitec Financial Group, Inc., Oakland California 1979 - 1989  
Senior Vice President – Equitec Properties Group 1983 - 1989 Strategic portfolio mngmt,  
Director Acquisitions & Dispositions, loan workout strategies.  
Vice President & Manager of the Los Angeles World Trade Center -1979 - 1983  
Director of Property Management also served as President of the Los Angeles Chapter of the Intn'l World Trade Center Assoc.

### **Education and Licensing**

Real Estate Brokers License Utah, California & Washington Commercial Insurance Brokers License with CIC (Certified Insurance Counselor) Designation  
New York University - Various Management and Real Estate Courses 1980-1989  
California State Universities - Business Management 1976-1978  
Brigham Young University - BS Geology/Spanish Minor 1971-1975  
Lived and worked in South America (Uruguay/Paraguay) 1971-1973  
Served on 1984 Los Angeles Olympic Committee Served as President of Los Angeles Chapter of World Trade Center Association.

**For Immediate Release**

Contact: Eileen Sanaghan  
Company: Jones Lang LaSalle  
Phone: +1 312 228 2774

**Jones Lang LaSalle Taps Jeff Reber to Lead Firm's Ports and Transit Specialty in The Americas**

**SAN FRANCISCO and CHICAGO, April 20, 2000** -- Richard McBlaine, Chief Executive Officer of Global Consulting for Jones Lang LaSalle, named Jeff Reber, 48, to serve as Director of its Ports and Transit specialty throughout the firm's Americas region. He is based in San Francisco.

In his new role, Mr. Reber is charged with leading the evaluation, implementation and coordination of activities related to ports, airports and transit authorities for public sector clients. He also develops strategic real estate solutions to identify and maximize value for owners of ports and transit properties.

"We are thrilled that Jeff, a real estate industry veteran with over 21 years of portfolio and asset management experience, has joined our team," said Mr. McBlaine. "He has a successful track record of identifying value and managing portfolios for major clients of the firm. Building upon our vast international experience with ports, airports and waterfront properties, under his leadership, Global Consulting will strive to build Ports and Transit Strategy into the industry's preferred source for best-in-class specialty real estate services."

Prior to his current post, Mr. Reber managed special projects for the firm's Leasing and Management group in San Francisco. Before that, he held senior positions in Corporate Property Services, providing asset management and lease administration services for nearly 30 million square feet of owned and leased assets for Bank of America. Mr. Reber was also instrumental in developing Bank of America's lease transaction program, and has closed over 100 acquisitions and dispositions totaling 16 million square feet across the United States. Before joining the firm in 1996, he was a Senior Vice President and Director of Real Estate for Minet Insurance, a Vice President with The Staubach Company Inc. and a Regional Vice President in the Northern California region for PM Realty Group

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## **Jones Lang LaSalle Names Jeff Reber to Lead Ports and Transit Specialty -- Add one**

He majored in Geology and Spanish at Brigham Young University and Business Administration at Cal State Hayward in California. Mr. Reber studied for a B.S. Administration from Cal Poly Pomona also in California; and pursued Real Estate studies at New York University.

Mr. Reber is a member of the American Association of Port Authorities (AAPA), where he serves on both the Planning and Research and Operations Committees. A past President of the Los Angeles World Trade Center Association, he is also a Certified Insurance Counselor specializing in real estate environmental liabilities and a licensed real estate broker in California, Utah and Washington.

Global Consulting offers clients a comprehensive approach to their real estate needs. It is dedicated to strategic real estate advisory through its seven global specialties, including E-Commerce Strategy; Mergers and Acquisitions Strategy; Occupier Portfolio Strategy; Occupier Organization Strategy and Work Process Design; Development and Asset Strategy; Public Institutions and Ports and Transit Strategy.

Jones Lang LaSalle (NYSE: JLL) is the world's leading real estate services and investment management firm, operating across more than 100 key markets on five continents. The company provides comprehensive integrated expertise, including property and corporate facility management, transaction services and investment management core services on a local, regional and global level to owners, occupiers and investors. LaSalle Investment Management, the company's investment management business, is the world's second largest and most diverse real estate investment management firm, with \$21.5 billion (£13.5 billion) of assets under management. Jones Lang LaSalle also is the industry leader in property and corporate facility management services, with a portfolio of approximately 700 million square feet (65 million square meters) under management worldwide.

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