

**Real Estate Entrepreneur Series**  
**ULI - the Urban Land Institute**

**Structuring and Executing Your Best Real Estate Deal**

May 5-6  
Washington, DC

**Monday, May 5, 2014**

3:00 pm      **REGISTRATION**

3.30 pm      **KNOW THY NEIGHBOR**

Through a series of exercises, attendees will get to know each other and learn backgrounds, motivations and areas of expertise. This will be a highly interactive session to help seed dialogue and discourse amongst participants.

4.15 pm      **OPENING PANEL**

A panel of ULI Governors will discuss how they achieved success, what prompted them to make the leap to pursue their own deals and lessons learned from good and bad deals and partnerships.

Panelists:      David Mayhood, President, The Mayhood Company, McLean, VA

Richard Perlmutter, Managing Member, Argo Development  
Company, Rockville, MD

Suzanne Cameron, Onwer/Principal, Suzanne Cameron LLC,  
Washington, DC

5.00 pm      **BREAK**

5.15 pm      **FUNCTIONING AS ENTREPRENEUR INSTEAD OF EMPLOYEE**

When, why and how does an entrepreneur make the leap from employment to entrepreneurship? Panelists and participants will focus on key determinants of venturing out on their own, including:

- Employment v. Entrepreneurship
- Motivations and Expectations
- Strategic Plan – What is it? Why is it needed? How is it created?
  - Company profile
  - Personal funds
  - Acquired skill sets
  - Advisory board/mentors

6.15 pm      **PROJECT TOUR & DINNER – Washington Harbour**

**Tuesday, May 6**

8.00 am      **BREAKFAST & PROJECT SHARE - Starland**  
During breakfast, a few attendees will share current projects they are working on and garner advice from participants.

9.00 am      **SOURCING THE DEAL**  
With a limited personal track record and limited funds, how does the aspiring entrepreneurial developer source and secure a deal? How do you pitch yourself to a seller? Who are potential partners? A panel including brokers and equity investors will discuss formulating the following:

- Setting your acquisition target - price, property type, project type (existing, development, value-add)
- Positioning and selling yourself as legitimate buyer
- Site control strategies with limited funds
- Risk tolerance
- Deal sources

10.00 am     **PROJECT TOUR - School for the Blind redevelopment**

12.00 pm     **LUNCH & PROJECT SHARE**  
During lunch, a few attendees will share current projects they are working on and garner advice from participants.

1.00 pm      **DUE DILIGENCE**  
With limited resources, including capital and employees, how does the aspiring independent developer cover the basics of due diligence – property condition, environmental, entitlements, purchase agreements, market analysis, etc.? And, in so doing, how does one build an effective team with legal, accounting, design, engineering and associated capabilities?

1.45 pm      **PITCHING YOUR DEAL**  
Once a deal is secured and the initial due diligence is complete, an effective pitch is crucial to pushing a deal forward. Specifically, participants will need to effectively address track record deficiencies and position and sell themselves as a legitimate operator/sponsor. By reviewing effective and ineffective investment pitches, attendees will understand ideal presentation quality and type and be able to prioritize information to be shared.

2.30 pm

**BREAK**

2.45 pm

**FINANCING AND STRUCTURING YOUR DEAL**

Obtaining leverage without a substantial track record can be difficult, no matter the quality of the project. Through discussion with both a commercial lender and an equity investor, participants will discuss the processes for obtaining loans and establishing various types of partnership and investor structures.

3.30 pm

**EXECUTING THE PLAN**

Now that a deal is secured, the capital stack is in place and closing has occurred, execution will determine the ultimate success of the project. Through a series of case studies, active developers will discuss project management tools and techniques, including time management, budgeting, asset management, etc.

4.30 pm

**SESSION WRAP-UP**

Prior to departing, participants will discuss key themes, challenges and opportunities presented during the two-day session.

5.00 pm

**SESSION END**