



One-Stop Shop for Affordable Housing Consulting

Firm cultivates success by mastering industry complexities for real estate investors

It's no coincidence that the clients and partners of Real Estate Development Services (REDS) speak highly of their experiences with the housing and development consulting firm. Since it was founded in 1985, REDS has prioritized its core value of creating genuine and lasting relationships within the affordable housing industry.

An experienced firm with an established history in affordable housing, the REDS team takes pride in helping its clients develop, manage and finance more than 7,000 affordable multifamily units. During decades of work with housing authorities, nonprofits and private property owners, the firm has distinguished itself as the premier resource for an array of sophisticated development, management and consulting services.

This year, REDS is ready to take on new challenges within the industry with the goal of enhancing how clients benefit from the intricacies of their investments.

"We know there are a lot of affordable housing owners who are looking to make changes to their portfolios and assets this year," says Austin Herzog, President of REDS. "What REDS is able to



Real Estate Development
Services (REDS)

President :: Austin Herzog | Location :: Clovis, California



do is to analyze those portfolios and facilitate transactions in order to potentially sell, reposition and refinance assets, as well as generate liquidity depending on the individual's goal."

BUILDING ON PAST ACCOMPLISHMENTS

REDS has extensive experience managing the complexities of the affordable housing industry. In 2015, the firm facilitated the acquisition and restructuring of a portfolio of 21 properties for a client. The project was one of the largest limited partnership acquisitions by a single investor in the history of the United States.

The project included more than 2,000 housing units and a portfolio valued at roughly \$300 million. REDS managed the unprecedented in-

tricacies of the project and was responsible for negotiating and facilitating the transactions, all while working within a 120-day time constraint.

"REDS worked with many brokers, lenders and title companies to complete the complicated transactions," Herzog says. "The many moving parts, combined with having to close that many transactions in such a short period of time—plus the complexity of the transactions themselves—required a highly sophisticated consultant that was able to bring relationships to the table while navigating the project as quickly as we did."

In an industry in which closing a small handful of projects in a timely manner can be challeng-



REDS provides industry leading finance and development consulting services with an incomparable commitment to the value of long-term relationships. With integrity and compassion, we strive to provide high grade multi-family housing for our clients and the deserving communities we serve.

One-Stop Shop for Affordable Housing Consulting

We have extensive experience in:

- * Acquisition and Entitlements
- * Financing Application Preparation
- * Strategic Portfolio Analysis and Repositioning
- * Tax Credit Applications and Execution
- * Tax Exempt Bond Financing
- * Rental Assistance Demonstration (RAD)
- * Construction Loan Closing
- * Permanent Loan Conversion
- * Construction Management Oversight
- * Strategic Marketing and Lease Up
- * Property Management
- * Year 15 LP Buyout and Restructuring

Contact us today to discuss your Affordable Housing needs.

Austin Herzog, President

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ing, REDS finalized transactions for all 21 properties well within schedule, closing all of the deals by day 90.

"REDS was able to bring together a deal that maximized the benefits to all parties that were involved," Herzog says. "We were completing transactions that had never been done before on this scale. There was a learning curve not just for us but also for all of our partners who were involved. The strength of REDS was to bring the team together to overcome any hurdles through services and relationships we are able to provide."

COMPREHENSIVE AFFORDABLE HOUSING SERVICES

Looking ahead, REDS continues to focus on providing full-service housing and development consulting services, no matter how multifaceted a development effort may be. The firm specializes in development, entitlement, design, financing, marketing, property management and portfolio management, among others.

By being able to handle all the complexities of the affordable housing industry simultaneously, REDS provides a unique level of service to its clients.

"Our ability to understand, evaluate, advise and execute on extremely complex financing structures is something we're known for in the industry. That's true whether we're working on

a portfolio or an individual property," Herzog says. "Our history in the industry and the volume of projects we've been involved with offers credibility and experience to our clients and partners, and makes us a one-stop shop for things like entitling a new piece of land, working on the back end of a transaction, restructuring debt and enhancing portfolio performance."

REDS' extensive services offer public agencies, nonprofits and private property owners a chance to partner with a single, knowledgeable consultant who can manage their investments from every angle. When combined with the value the firm places on relationships, REDS balances its ability to handle complex and sophisticated transactions while remaining approachable and supportive.

By valuing its connections with partners, clients, vendors and other industry professionals, REDS has become a trusted consultant in an industry that depends on reliability. The firm's ability to cultivate relationships results in a high rate of repeat customers and word-of-mouth recommendations.

"REDS acts as the quarterback for all of our clients' affordable housing needs," Herzog says. "Clients and partners find the one-stop shop component of our firm appealing because the housing industry can be complex, and we really simplify it. We get a lot of enjoyment out of that." 

