

## FULL-SERVICE PROPERTY SALES PLATFORM

### Asset Valuation, Property Marketing & Sales Negotiation Services

The B. Riley Real Estate property sales practice is a core component of our broader real estate service offerings. With significant experience in both non-distressed and distressed property dispositions, senior leadership has sold over \$6 billion in assets and more than 25 million square feet of real estate across retail, multifamily, office, industrial, distribution centers, and land. With a client-focused approach, we tailor asset-specific sales strategies that ensure the strongest possible value for our clients.

#### PROPERTY SALES SERVICES

- **Full-Service Sales Process:** Our sales approach is focused on end-to-end service. We act as a client partner throughout the entire sales process, not only securing offers, but assisting with negotiation, investor vetting, and legal documentation to ensure transactions close
- **Asset Valuations:** Our team completes thorough, initial property-level diligence and market analysis to effectively value assets, ensuring aggressive market-based pricing is targeted
- **Multi-Channel Marketing:** We utilize best-in-class technology to execute comprehensive national and international marketing campaigns to reach the broadest range of investors
- **Negotiation Expertise:** B. Riley senior leadership leverage decades of purchase and sale, loan assumption, and broader contract negotiation expertise to secure client-favorable terms
- **Bankruptcy & 363 Sales Experience:** BRRE has extensive property auction and 363 sales experience, working closely with client counsel and the courts to approve/close transactions

#### PLATFORM ADVANTAGES



**FULL-SERVICE**  
real estate sales &  
marketing platform



**MULTI-CHANNEL**  
property marketing  
campaign execution



**BANKRUPTCY**  
expertise & 363  
sales experience



**CAPITAL RESOURCES**  
to joint venture  
with client partners

#### SALES CONTACTS

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#### CAPITAL SOLUTIONS

- **M&A Joint Ventures:** We can be a value-add real estate partner as part of an M&A transaction. We can acquire surplus or non-core real estate, streamlining the portfolio optimization process for the acquired company, driving stronger returns for our partners
- **Capital Advancement:** We can quickly deploy capital to allow clients to run a normal-course sales process, avoiding a fire sale scenario, and maximizing real estate asset value

#### REPRESENTATIVE TRANSACTION

#### THE MADISON THROOP APARTMENTS 72-UNIT MULTIFAMILY PROPERTY | CHICAGO, IL

**PROPERTY SALE PRICE:**  
\$32,800,800 (\$456K/UNIT)

#### CLIENT EXPERIENCE

"We engaged B. Riley Real Estate to market the Madison Throop property, as we could trust that B. Riley's experience and hands-on approach would deliver the strongest pricing for our property, particularly given the complexity involved in the loan assumption process.

I have known Al Lieberman and his team to be goal oriented, focused, responsive and extremely efficient problem solvers, and the sale of the Madison Throop Apartments provides another example of the quality of B. Riley Real Estate's work."

Tom E. Meador, President & CEO | Michigan Avenue Real Estate Group

#### HOW WE SERVED THE CLIENT

- Asset Market Valuation
- Property Sales Marketing
- Purchase Offer & Buyer Vetting
- Loan Assumption Negotiations
- Purchase & Sale Negotiations