



*Performance that
Builds Relationships.*

WELLINGTON REALTY INTRODUCTORY PACKAGE

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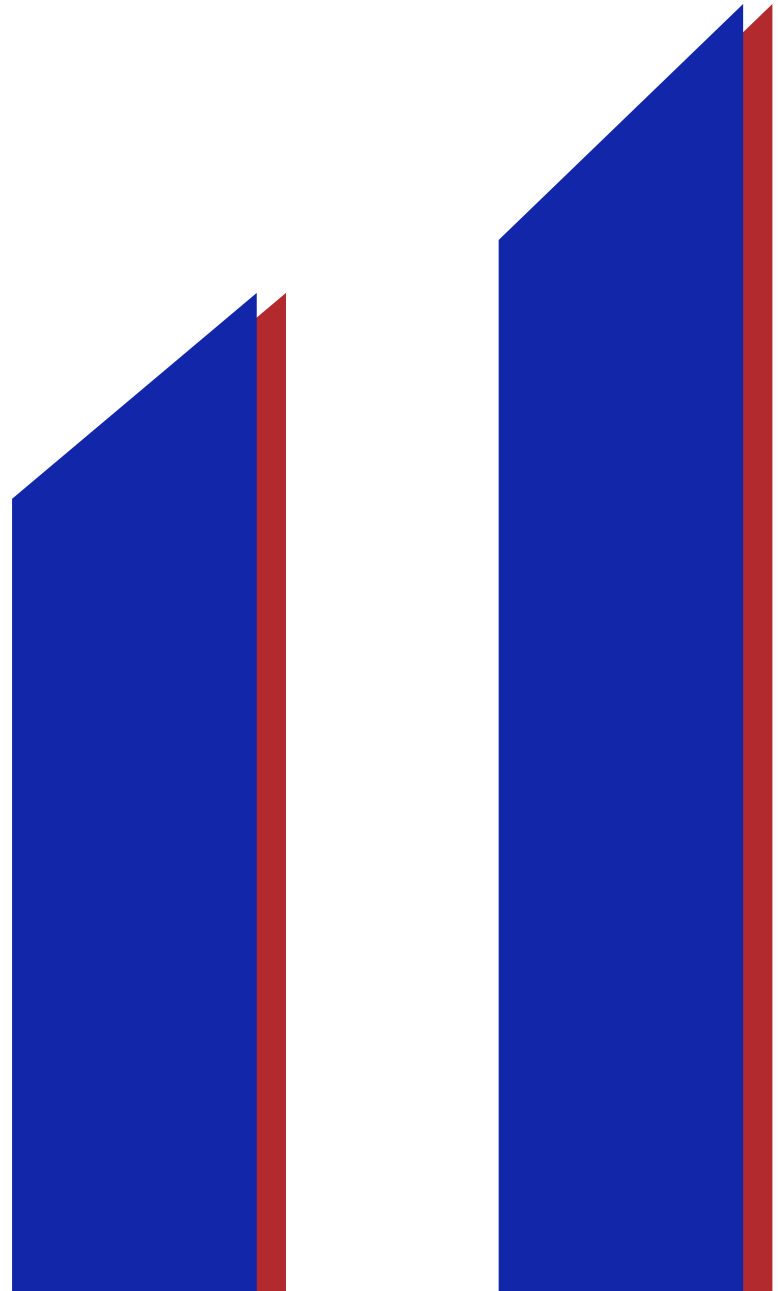
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COMPANY INFORMATION

Section 1



Company Information

▲ Our Three Core Values

Our keys to success for the clients we represent, and the company is the following: Entrepreneurial Value, Human Capital, and Tacit Market Knowledge.



Entrepreneurial Value

We believe entrepreneurial value will incrementally out-perform market averages. Too often real estate performance leads to commoditized expectations. This is why we are committed to outperforming on behalf of our clients.



Human Capital

Our philosophy, in a nutshell, is that people matter. We emphasize that upward mobility, skill improvements, and ultimately leadership will differentiate us from our competition. We understand that good culture creates “buy-in”. Our clients’ interests are a top priority at Wellington Realty in the short- and long-term.



Tacit Market Knowledge

Success in any industry is built on experience, intuition, and iterative understanding—all of which take years to develop. It’s knowledge that is gained through trial and error, mentorship, relationships, and market immersion. It encompasses the unwritten rules, industry nuances, and the ability to filter through hidden agendas, enabling our firm to make better strategic decisions and work towards benefiting our clients. This allows us to stay ahead of our competition.

▲ Mission Statement

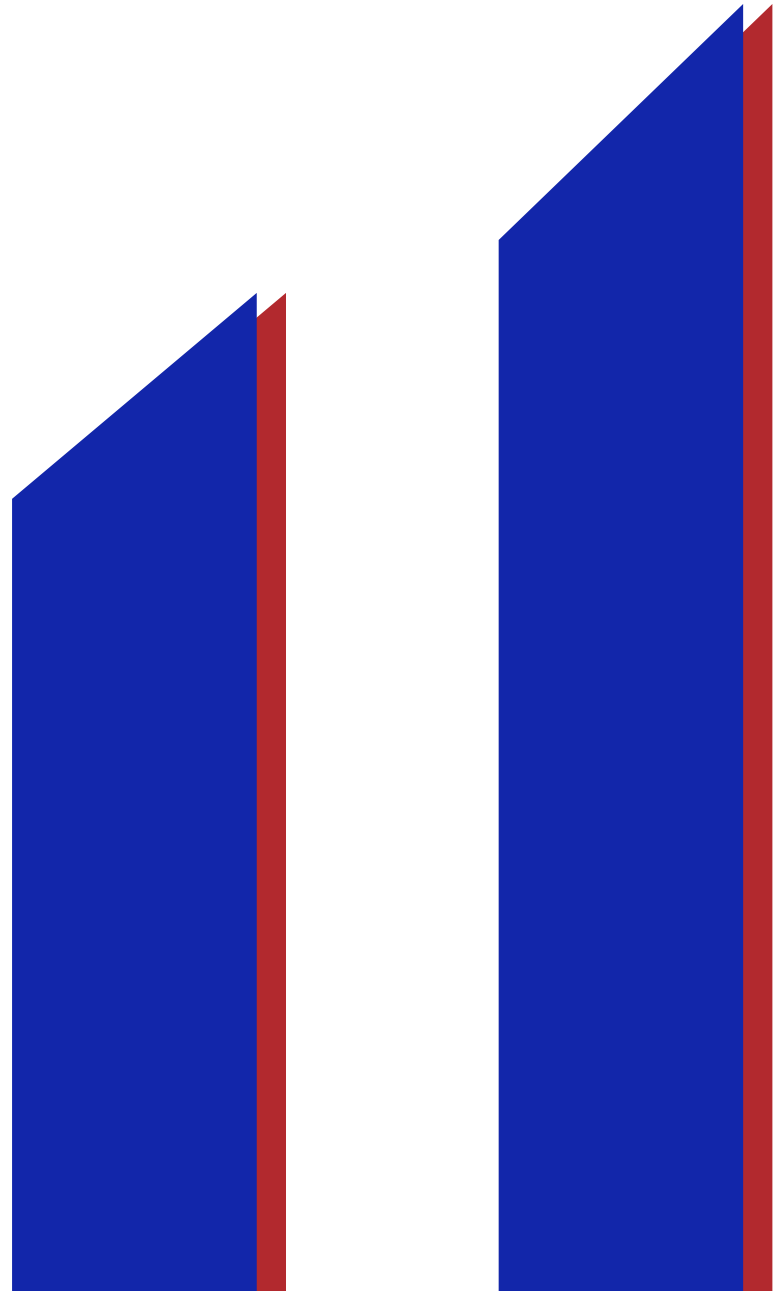
To consistently create and preserve our client's capital by focusing on our core values and principles.

- ✓ Critical thinking and collaboration is a requirement throughout the organization.
- ✓ A culture that encourages training, education, & skills improvement.
- ✓ A culture where creative and innovative thinking is rewarded.
- ✓ Goal setting is a priority in the company and personally.
- ✓ Leadership is taught and encouraged throughout the company from the top down and bottom up.
- ✓ A culture of transparency and admitting mistakes.
- ✓ A culture where team building is a requirement.
- ✓ A culture of accountability.
- ✓ Better over cheaper.
- ✓ Revenue over cost.



PRODUCT LINES AND SERVICES

Section 2



Product Lines and Services

Our Perspective

We believe, that because of the recent and future continued consolidation in the commercial real estate industry, many real estate service companies now focus on the industry in terms of being commodity-driven rather than entrepreneurial driven. Theoretically, as the industry becomes more consolidated, the greater the scale and scope larger firms have to take care of their clients. It is our belief that for clients, this leads to commodity-driven expectations due to conflicts of interest and larger agency costs. Wellington Realty's focus is to reduce agency cost and align our firm's goals with the goals of our clients. It is our historical and fundamental belief that Wellington Realty will be able to incrementally surpass the real estate industry average performance index within each market space Wellington competes.

Product Types & Business Lines

Wellington Realty is a knowledgeable company that you can trust. We have an extensive track record in commercial real estate with experience in investment sales, acquisitions, disposition, leasing, client representation, and property/asset management. We have the know-how to take a comprehensive approach when marketing, managing, and executing services for our clients.

Product Types



Multifamily



Office



Retail

Business Lines



Property Management



Project Leasing



Asset Management

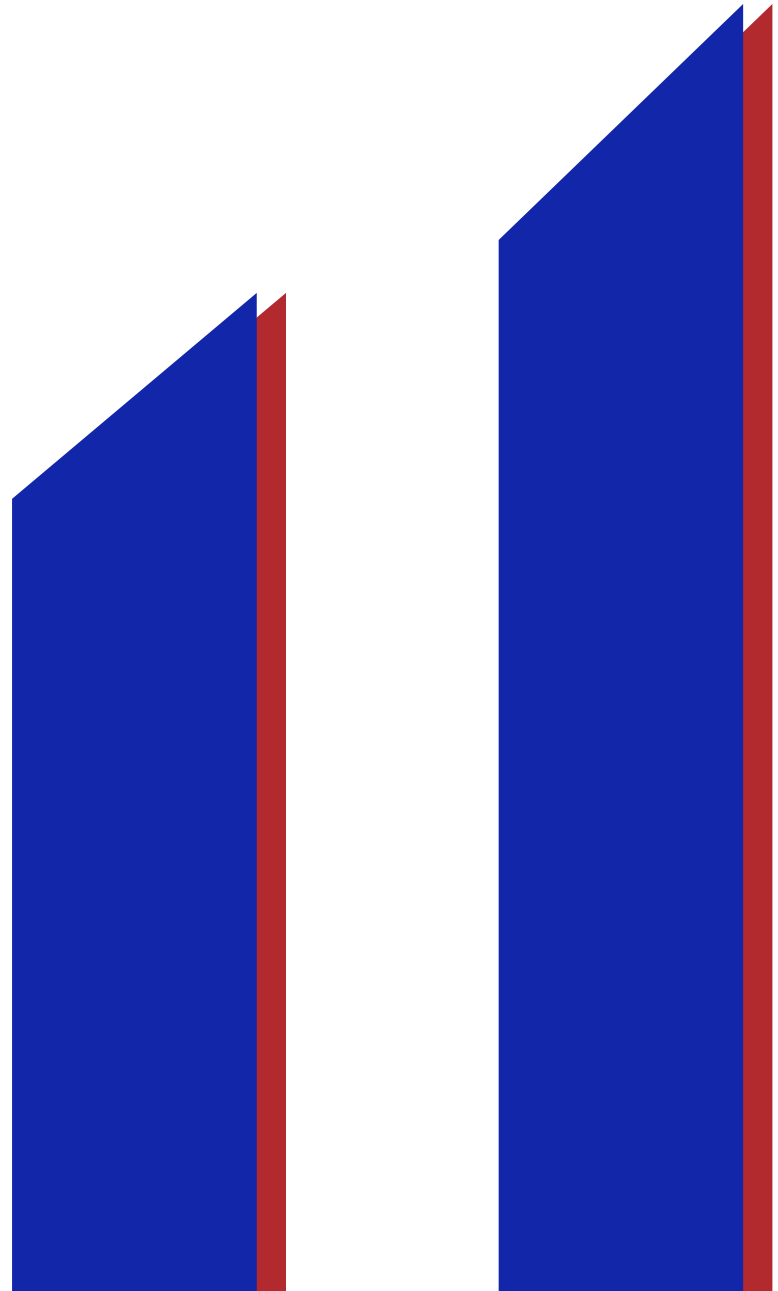


Investment Sales



KEY PERSONNEL & LEADERSHIP

Section 3



Key Personnel & Leadership



DAVID SHAFFER
Managing Partner

✉ dshaffer@wellingtonrealty.com

▲ Experience/Personal History

David Shaffer has twenty-four years of experience in commercial real estate in the Texas markets. His experience includes investment sales, project leasing, property management, and asset management for commercial and multi-family assets. David began working for a residential developer while in college and quickly started his own business as a sub-contractor in real estate development. He then went to work at Marcus & Millichap after graduating from college, where his focus was investment sales in multi-family and commercial properties.

After his stint at Marcus & Millichap, Shaffer joined GVA Cawley as the managing director of investment sales. In 2006, David started what would become Wellington Realty as David Shaffer Realty Advisory Company. The company has been in business for over ten years and has grown into the major markets in Texas. Wellington Realty manages over \$100 million+ in real estate assets for clients in the major markets in Texas. Throughout the years, David's approach to service has remained simple: "The ability to perform for clients leads to long-term relationships."

▲ Education

- Bachelors of Business Administration in Finance
- Master of Science in Entrepreneurship
- Southern Methodist University
- Cox School of Business

▲ Leadership & Organizations

- Business Executives in National Security (BENS)
- Young Professional Organization (YPO)

▲ Professional Affiliations & Certificates

- Texas Real Estate Broker
- Certified Commercial Investment Member – (CCIM)
- International Council of Shopping Centers (ICSC)
- Urban Land Institute (ULI)
- National Multifamily Housing Council (NMHC)

Key Personnel & Leadership



BRIAN GRIGGS

Partner

✉ bgriggs@wellingtonrealty.com

▲ Experience/Personal History

Brian is a Partner at Wellington Realty, in charge of all operations. Before Wellington Realty Brian served as the CEO of Crown Sterling Properties initiating and driving strategy, leadership, management, investment, profitability, & vertical integration. While at Crown Sterling, Management, Acquisition & Development of office, industrial, multi-family & single-family properties was the primary asset strategy and focus, ultimately selling a portfolio in excess of \$150M. Through this period Brian managed a team of over 35 employees and created Development and General Contracting capabilities while increasing revenues by over 500%.

In addition, Brian sourced and negotiated loans, major corporate tenant leases, corporate governance, vendor agreements, sales contracts & partner agreements. Brian was also a founding member of Dueno A Dueno, a seller-financed single-family seller/mortgagor & Crown Sterling Homes, a general contractor and ground-up developer of luxury single-family homes. During his real estate career, Brian has participated in real estate transactions in excess of \$700 million.

▲ Education

- Bachelors of Business Administration in Finance & Philosophy

▲ Leadership & Organizations

- Active member of Dallas Bible Church
- Richardson Area Young Life Board Member

▲ Professional Affiliations & Certificates

- Texas Real Estate Broker
- Certified Commercial Investment Member (CCIM)
- North Texas Commercial Association of Realtors (NTCAR)
- The Real Estate Council (TREC)
- MetroTex/North Texas Real Estate Information Systems, Inc. (NTREIS)
- National Multi-Family Housing Council (NMHC)
- Texas Apartment Association (TAA)
- Urban Land Institute (ULI)

Key Personnel & Leadership



KATHY EPPERSON
Director of Property Management

✉ kepperson@wellingtonrealty.com

▲ Experience/Personal History

Kathy Epperson joined Wellington Realty as Director of Property Management in 2023. She comes to Wellington with over 20-years of Community Management experience. Over this time Kathy managed a diverse property list including some of Dallas most luxurious projects.

Kathy has managed property throughout the DFW Metroplex and Alaska. Kathy has many awards and accolades for her leadership and commitment to excellence. She holds leadership positions within the industry for more educated management initiatives.

▲ Education

- Bachelors in Business Administration, Marketing - University of Alaska Anchorage

▲ Leadership & Organizations

- CAI DFW Community Manager of the Year 2021
- Associa Ambassadors Circle, National Corporate Recognition
- Professional Community Association Manager (PCAM)
- Association Management Specialist (AMS)
- Certified Manager of Community Association (CMCA)

▲ Professional Affiliations & Certificates

- Community Association Institute (CAI)
- Alaska Real Estate License
- Southside Estates Condominium Association Board President
- National Multi-Family Housing Council (NMHC)
- Texas Apartment Association (TAA)
- Urban Land Institute (ULI)

Key Personnel & Leadership



SAMANTHA TERRY
Senior Bookkeeper

✉ sterry@wellingtonrealty.com

▲ Experience/Personal History

Samantha Terry joined Wellington in June 2021 and manages accounting processes for the company. She focuses on creating financial reports, communicating with vendors, cash flow management, and solving many financial questions. She is hard working, intelligent and continuously growing. Samantha is dedicated to accuracy and the utmost care to accounting for every dollar.

Samantha graduated from North Texas in 2015 with a Bachelor of Science in Integrative Studies. She has a background in customer service and administrative support. Samantha spends her free time hanging out with family and friends, playing tennis and trying new recipes.

▲ Education

- Bachelor of Science in Integrative Studies – University of North Texas

▲ Leadership & Organizations

- National Federation of Professional Trainers – Certified (NFPT)

▲ Professional Affiliations & Certificates

- Certified in Google Analytics & Google AdWords
- National Multi-Family Housing Council (NMHC)
- Texas Apartment Association (TAA)
- Urban Land Institute (ULI)

Key Personnel & Leadership



ABRAHAM ACOSTA
Accounting Associate

✉ aacosta@wellingtonrealty.com

▲ Experience/Personal History

Abraham Acosta joined Wellington as an Accounting Associate in 2024, focusing on the company's accounts payable. With a strong foundation in accounting principles and attention to detail, he is committed to delivering accurate and efficient financial solutions.

Abraham attended the University of North Texas at Dallas where he earned his Bachelor of Business Administration in Accounting. Previously, Abraham was a certified Pharmacy Technician with the State Board of Texas, a role that honed his precision and dedication. Outside of work, he enjoys running and weight training, staying active and disciplined both personally and professionally.

▲ Education

- Bachelor of Business Administration in Accounting—
University of North Texas at Dallas

▲ Professional Affiliations & Certificates

- CPhT License, Texas State Board of Pharmacy & Pharmacy
Technician Certified Board

Key Personnel & Leadership



TREY KINGSTON
Associate

✉ tkingston@wellingtonrealty.com

▲ Experience/Personal History

Trey Kingston joined Wellington in 2023 as a Brokerage Associate for the Multifamily Investment Sales Team. With a BBA in Finance from Texas A&M University, Trey brings a wealth of knowledge and experience to the table. His expertise lies in multifamily properties, where he excels in business development, financial and economic analysis, and disposition of assets.

Trey's passion for real estate led him to interning as a Commercial Analyst at TIG Real Estate. His entrepreneurial spirit and dedication shine through in his work, as he consistently seeks to expand his knowledge of real estate investing.

When Trey isn't selling multifamily properties and crunching numbers, he enjoys the occasional round of golf and spending quality time with friends and family. As a man of God, Trey brings a positive and grounded approach to both his professional and personal endeavors.

▲ Education

- Bachelor of Business Administration in Finance with a Minor in Economics (Texas A&M University)

▲ Leadership & Organizations

- Active member at First Global Methodist Church of Frisco

▲ Professional Affiliations & Certificates

- Texas Real Estate Salesperson (TREC)
- National Multifamily Housing Council



MICHAEL SPAMER
Associate

✉ mspamer@wellingtonrealty.com

▲ Experience/Personal History

Michael Spamer joined Wellington Realty as an Investment Sales Associate in 2023. Michael focusses on business development, market analysis, and the disposition of multifamily assets throughout Texas. His ability to be a quick problem solver, communicate effectively on all levels, and his knowledge of commercial real estate capital markets makes him a valued asset to clients, both large and small.

Prior to joining Wellington Realty, Michael held the position of Commercial Loan Officer for a successful real estate and debt consulting agency in the Dallas, Texas where he was involved with originating over \$250MM of loan transactions in multifamily assets through various different lending resources on a nationwide scale. At this role, Michael's primary focus was negotiating financing terms between buyers and lenders for originating commercial loans.

Michael looks to bring his experience in multifamily capital markets and knowledge of the DFW real estate market to help continue the growth and success of Wellington Realty. Michael is a Dallas native and graduate of Texas Christian University with a Bachelor of Science in Economics and minor in Business.

▲ Education

- Bachelor of Science in Economics and Minor in Business from Texas Christian University

▲ Leadership & Organizations

- Volunteers as a Youth Basketball Coach at St. Thomas Aquinas

▲ Professional Affiliations & Certificates

- National Multifamily Housing Council
- Texas Real Estate Salesperson (TREC)



HANNAH JONES
Executive Assistant

✉ hjones@wellingtonrealty.com

▲ Experience/Personal History

Hannah stepped into her role as Executive Assistant at Wellington Realty in 2024. With a versatile background spanning marketing, business development, operations, and administrative support, Hannah effectively manages a variety of special projects for the Executive office. Her keen eye for detail and proactive approach ensures the smooth execution of day-to-day operations and business objectives.

Hannah attended the University of South Carolina where she studied Hospitality Management and Administration. In her free time, she enjoys staying active, traveling, and spending quality time with family & friends.

▲ Education

- Bachelor of Science in Hospitality Management - University of South Carolina

▲ Leadership & Organizations

- CorePower Yoga Sculpt Instructor

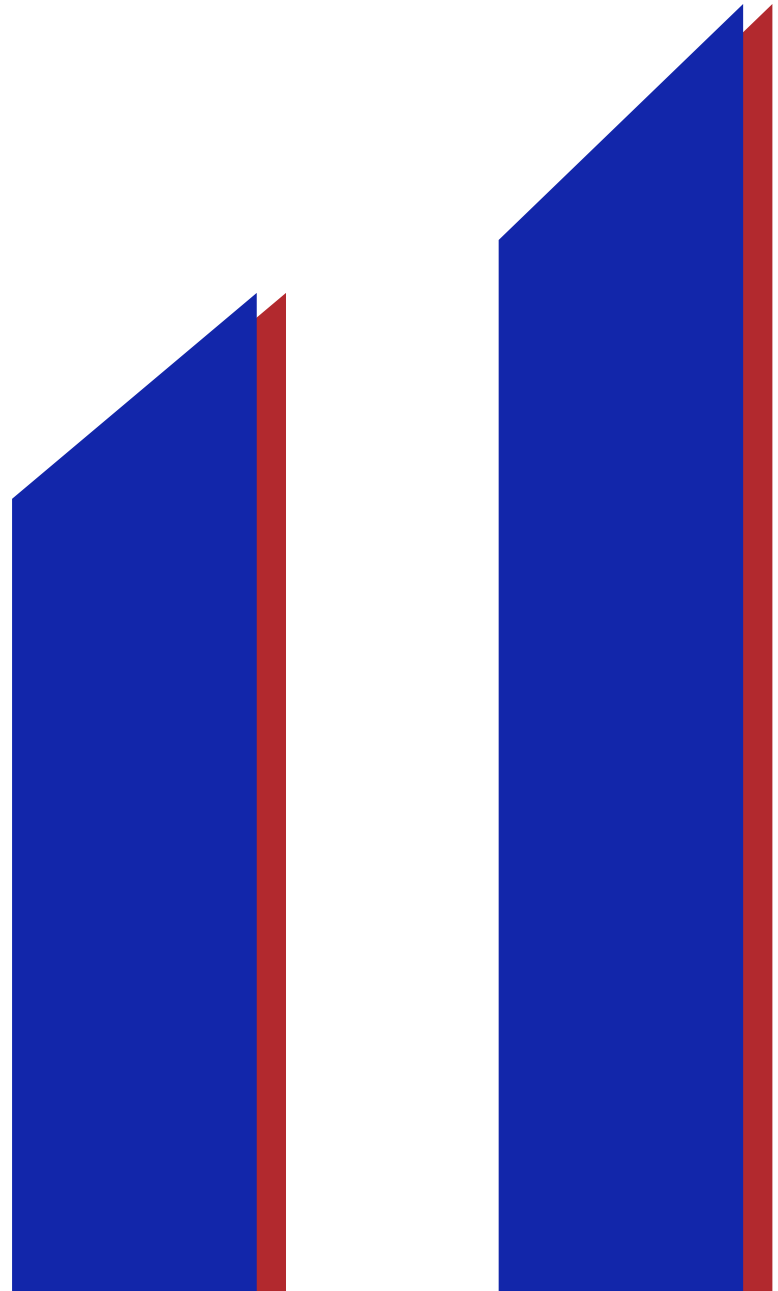
▲ Professional Affiliations & Certificates

- Microsoft Office Specialist (Excel & PowerPoint)
- Adobe Certified in Graphic Design & Illustration



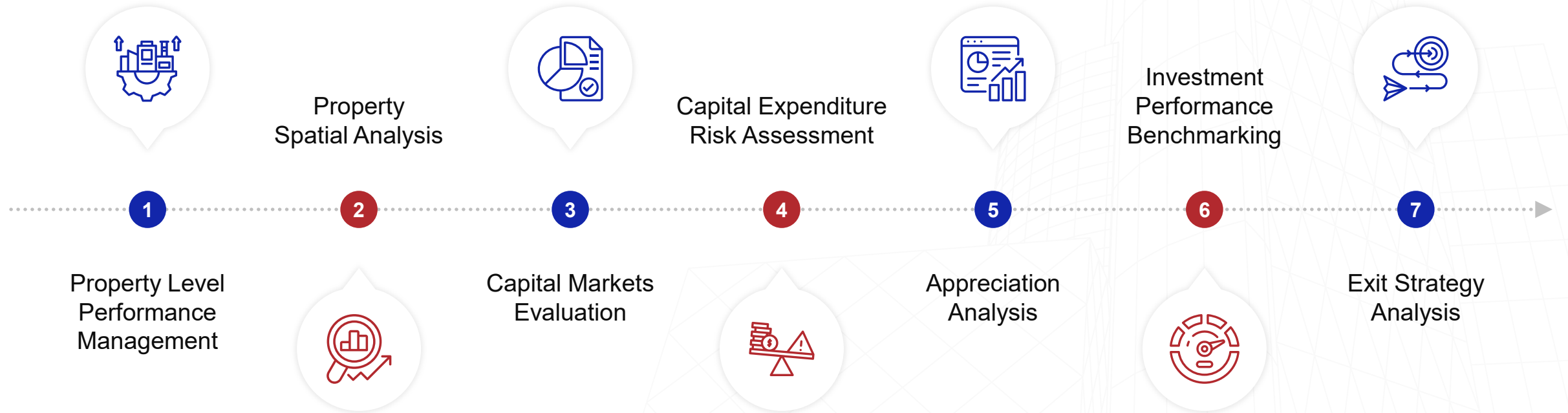
ASSET MANAGEMENT FRAMEWORK

Section 4



Asset Management Framework

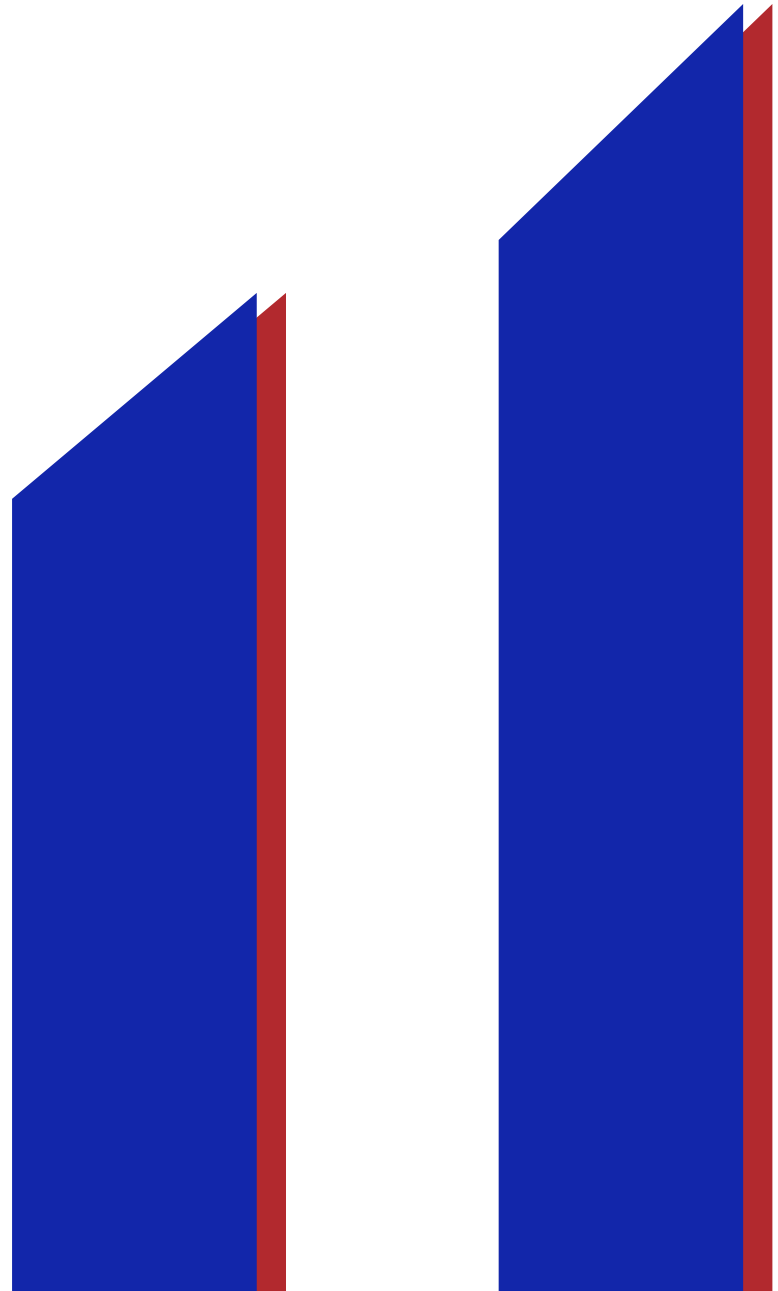
Factors for Effective Asset Management





INVESTMENT SALES ROADMAP

Section 5



Investment Sales Roadmap



Property Presentation (Story)

- Craft in detail why the purchaser will succeed with the asset
- Identify key attributes and growth opportunities
- Identify the competitive advantage of the asset
- Create an argument, resolution, & positive outcome

Identify Target Investor

- Categorize potential investors
- Identify the most Active players in the market
- Pre-market with existing investors the criteria that matches up with the asset
- Establish a targeted “beach head”



Marketing Campaign/ Advertisement

- Feature on the Wellington Realty website
- Distribute to industry related publications
- Deliver digital marketing in our proprietary database
- Direct communication through calls, emails, texts, & social media

Industry Relationships

- Connect qualified brokers, lenders, third party vendors, title companies
- Identify 1031 exchange buyers
- Engage real estate related associations



Connecting Capital

- Apply 20+ years experience specializing in the sale of investment real estate
- Introduce capital to operators
- Graft different investors together to purchase assets
- Utilize LP's, real estate equity, family office relationships
- Connect active lenders to buyers

Salesmanship

- Paint a picture of the investment opportunity
- Show upside on the asset
- Assert entrepreneurial value rather than settling for the commodity value
- Diffuse perceived issues



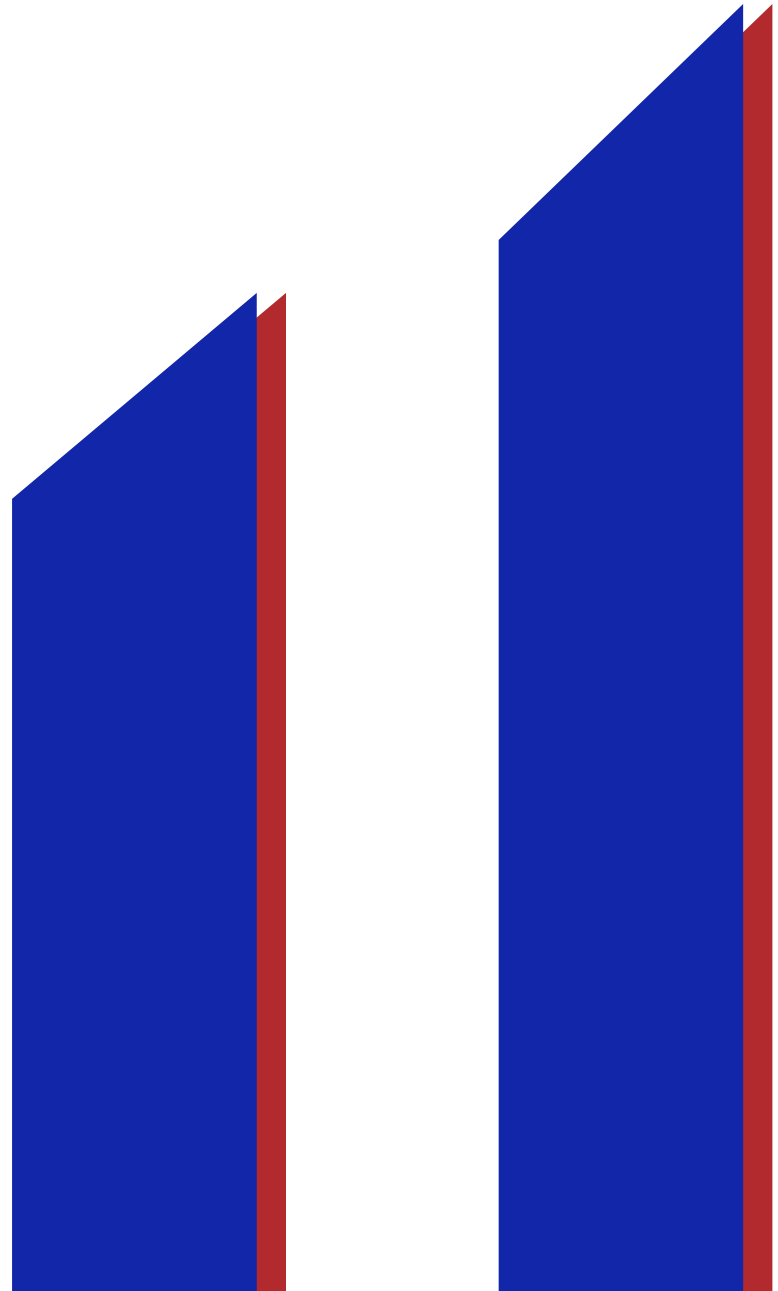
Escrow Management

- Mitigate expected issues
- Take account of third-party due diligence charges and make sure it's set to market
- Collect, categorize, & distribute due diligence material
- Act as point of contact for third party inspections
- Manage & Plan for critical dates
- Be the “NO”
- Reconcile final closing statement



PROPERTY MANAGEMENT STRATEGIC PLAN

Section 6



Property Management Strategic Plan

Strategic Management Plan



Property Analysis

- Location Analysis
- Population
- Occupancy
- Square footage
- Number of units
- Number of stories
- Exterior
- Last renovated
- Year of construction
- Average rent per unit
- Amenities
- Type of units

Identify Competitive Advantage

- Market research on similar properties
- In-depth market surveys



Strategic Marketing Plan

- Property Marketing Data
- Competitive set
- SWOT Analysis
- Target Customer
- Growth Strategy
- Marketing Goals & Benchmarks
- Implementation/ Marketing Mix

Goals

- Maintain or increase value
- Cost efficiencies & cost reductions
- Enhance & maintain physical condition of asset(s)



Activity Systems

- Process & Systems
- Communication
- Tenant Retention
- Learning Curve

Task

- Follow-up
- Verify
- Accountability
- Feedback loop



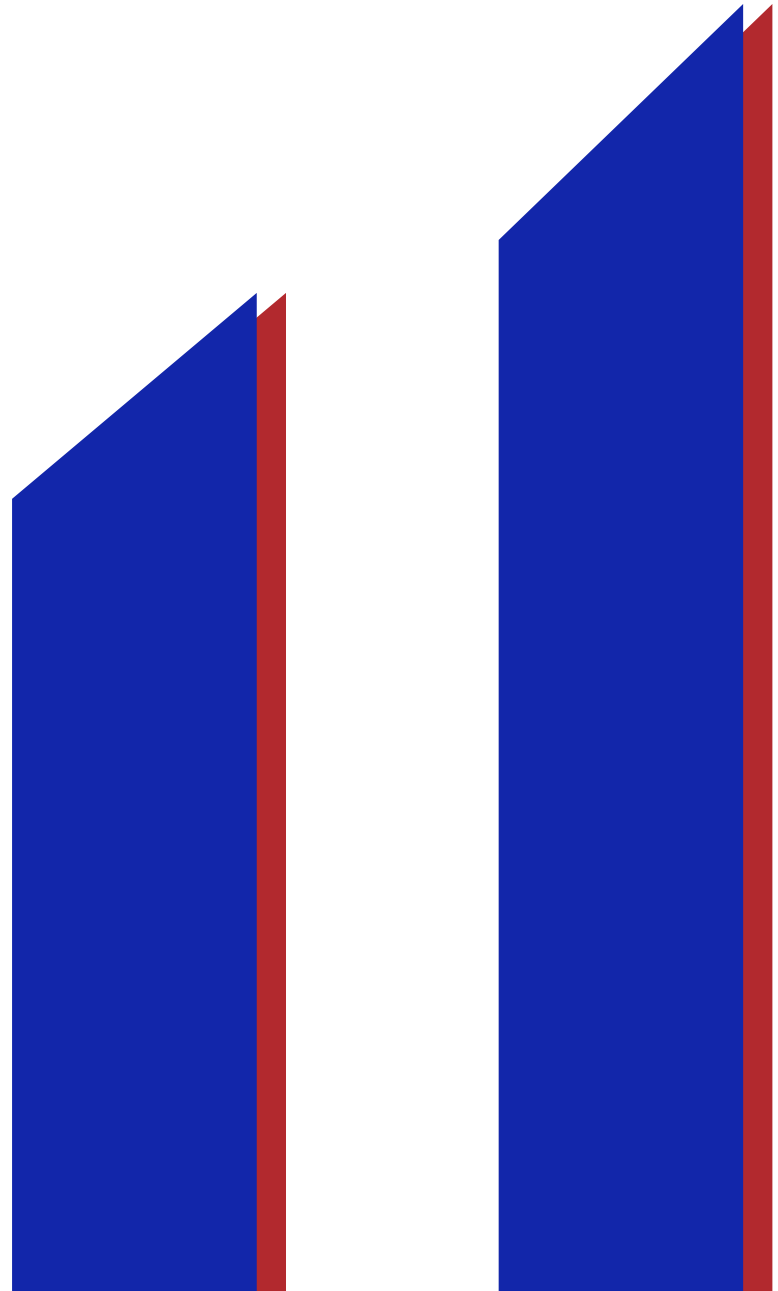
Benchmarks and Measurement

- A qualified standard of performance with a clear time frame and a goal stated in measurable terms



PROJECT LEASING MARKETING PLAN

Section 7



Project Leasing Marketing Plan

7 Step Strategic Marketing Plan





▲ **For additional information,
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