

# THE EVERGREENE COMPANIES



DISTRESSED REAL ESTATE / LENDER SERVICES

PLANNING & CONSULTATION

LAND DEVELOPMENT

HOME BUILDING AND LAND SALES





## QUALIFICATIONS

At The Evergreene Companies we combine the expertise of senior level executives from some of the nation's largest homebuilders and some of the Mid-Atlantic region's most successful developers, engineers and architects to provide our clients access to a talented and diverse leadership team.

The Evergreene Companies is highly specialized and experienced with strategic planning and management of operational profit and loss through the building and development process. Additionally, each team member has a unique understanding of local markets and key players. Our executive team has over 100 years of combined real estate experience covering all phases of the industry including acquisitions, entitlements, dispositions, development, financing and home building when appropriate through the Evergreene Homes branch of our company. We have completed real estate transactions with a combined value of over \$1 billion consisting of over 5,000 acres of raw land, and in excess of 20,000 residential lots.

The Evergreene Companies provides a unique array of sales, engineering, finance, home building and development skills. Our extensive experience and our relationships with all major builders combine to provide the most reliable and productive real estate services available in the market. We are professional, effective and knowledgeable in all aspects of real estate. Evergreene operates with the highest integrity and we have worked to establish and maintain an impeccable reputation as a land strategist in the market. We strive to add and maximize value and exceed our client's expectations by maximizing the value created from our client's assets.

## DISTRESSED REAL ESTATE LENDER SERVICES

Turning around distressed or under-performing real estate-based assets is difficult and challenging work requiring years of experience in each local market and expertise in valuation, analysis, strategic planning, financial structuring, development management, and asset disposition. Our services are intended to complement and augment existing in-house capabilities so that your senior management team can continue to focus on the lending/workout process and direct the course of action. Through intense management efforts, The Evergreene Companies develops a workout strategy including:

- *Local market evaluation specific to your project*
- *Site plan modifications responsive to the latest market data*
- *Housing Product Suitability Evaluation based on market data*
- *Overall Project Valuation and Feasibility Assessment*
- *Commercial Product Suitability Evaluation*
- *Direct and indirect cost-to-complete studies*
- *Formulation of various options backed-up by cost studies, construction and disbursement schedules , pro-forma and financial projections*
- *Implementation of accepted recommendation including Liquidation of REO portfolios*
- *On-site Project management through project completion*
- *Property Inspections (Performing & Non-Performing Loans)*
- *Loan Modification, Short Sale & REO Due Diligence*

## PLANNING & CONSULTATION

The Evergreene Companies has extensive experience with the land development process, from feasibility studies to acquisition, entitlement, governance, construction and beyond. We understand the specific needs of all parties involved in the process from the equity investor, developer, designer, or the JV partner. The Evergreene Companies can simplify the challenges associated with developing real estate and will assist you every step of the way. We assemble the best team for your project; engineers, environmental experts, surveyors, contractors and real estate professionals who specialize in developing creative concepts that effectively address the fiscal, political and physical constraints of the site while working to maximize the value for each stakeholder.

Services are geared to protect your interests and to keep you informed during the development process. Our strengths and experience are in the following areas:

- *Master Planning & Design*
- *Property analysis and valuation*
- *Business Planning and analysis*
- *Financial Analysis*
- *Site search and acquisition*
- *Market Plans (and project marketing)*

We also have expertise acquiring land and planning for apartments, condominiums, office, retail projects, self storage and residential properties. Services include:

- *Land purchase - selection and purchase negotiation*
- *Selecting professionals for design and governmental approvals*
- *Site Plan alternatives and discussions with municipalities*
- *Examining design and construction alternatives*
- *Tenant negotiations*

# LAND DEVELOPMENT

The Evergreene Companies can manage the entire land development process from start to finish including acquisition, entitlement, design, construction buy-out, project management and close-out ensuring a timely project completion within budget and with minimal exposure to the inherent risks often encountered during the development and construction process.

## **Pre-development/Entitlement Administration:**

- *Coordination and/or negotiation with local jurisdictions (city, county, state and federal)*
- *Consultation on project feasibility and value engineering for owner from acquisition to construction*
- *Estimating construction costs*
- *Financial Modeling*
- *Preliminary and Detailed Scheduling, Cost Estimates and Control*
- *Constructability Review, Bid Package Preparation, Contractor Evaluation, Value Engineering & Bidding*

## **Construction Management**

- *On-site project oversight and supervision*
- *Approve billing from contractors*
- *Standardized forms to accurately track job costing*
- *Weekly status reports with daily breakdowns of activity*
- *Draw Approval/Budget Analysis*

## **Project Close Out**

- *Securing designers', contractor and vendor warranties, guarantees and Certificates-of-Compliance*
- *As-built drawings coordination and acceptance from controlling jurisdictions*
- *Final payment waivers and lien releases*
- *Punch list review and coordination*
- *Temporary and permanent Certificates of Occupancy*

***In addition to our technical expertise, The Evergreene Companies can carefully orchestrate highly effective community relations campaigns for complex permitting projects. Often overlooked or undervalued by engineers, properly managing the political approval process can mean the difference between success and failure for sensitive projects***

## HOME BUILDING AND LAND SALES

The Evergreene Companies combines the years of experience and expertise of building professionals serving Northern Virginia, Maryland and Delaware, to build to the highest standards, using the latest building techniques and incorporating energy efficient materials. We approach customer service with the same attention to detail. We take the extra time and steps to make sure our customers are informed and involved throughout the entire process. Our sales and construction teams are attentive, responsive and personally committed to delivering the highest quality homes and providing the most satisfying home buying experience possible.

The Evergreene Companies can also provide the following fee based services for your projects:

### *Home Building Services:*

- *Competitive Market Analysis*
- *Market Research*
- *Product Mix, Features, Amenities Development*
- *Unit Pricing and Sales Phasing*
- *Strategic Marketing and Planning*
- *Sales and Marketing Management*
- *Vertical Construction Management*
- *Exceptional Customer Service*

### *Land Sales:*

When strategic planning supports selling finished lots to other builders to improve absorption or to maximize profits at a particular site, The Evergreene Companies can apply it's vast knowledge and networking resources to identify potential purchasers and facilitate the negotiation of a lot purchase agreement . We can also successfully manage the completion of all outstanding feasibility items enabling our clients to quickly market and sell finished home sites.



## REPRESENTATIVE PROJECTS

### *Golf Course Communities– Acquisition, Entitlements, Land Development and Housing Construction*

**Village of Bear Trap Dunes** - Entitlement, land development and housing, 27 hole Master Planned Golf Course Community, 700 single-family, townhome and multi-family units, golf course and club house construction.

**GlenRiddle** - Entitlement, land development and housing, 36 hole Master Planned Golf Course Community, 650 single-family, townhome and stacked condominium units, golf course and club house construction, construction of a 96 slip inland marina, 200,000 gpd Xenon Waste Treatment Plant and on-site water treatment plant.

**Americana Bayside (“Bayside”)** - Land acquisition for a 18 hole Jack Nicklaus Golf Course and 1400 single-family, townhome and multi-family units.

### *Entitlements/Land Development Projects*

**Seagrass Plantation** - Entitlement, land development of 208 single-family lot and club house construction.

**Dove Landing/Barrington Park** - Project Director for publicly traded homebuilders in connection with joint venture for the entitlement of a 953 Master Planned Residential Community.

**Showell** – Entitlement management for the redevelopment of a 362 acre industrial site into 1000 single-family, single-family attached and condominium mixed-used project.

### *Entitlement, Land Development and Housing Constructions*

**The Cove** - Directed the entitlement, land development and construction of 27 single-family units.

**Decatur Farms** - Entitlement, land development and construction of 125 single-family and 125 townhome condominium units.

**The Ridings** - Project Director for publicly traded homebuilders in connection with joint venture for the entitlements, land development of 225 single-family lots, construction of a 60,000 gpd SBR wastewater treatment plant and construction of 15 single-family units.

**BroadMarsh** - Entitlement, land development and construction of 78 single-family attached and stacked condominium units.

### *Housing Construction*

**Seaside Village** - 49 townhome units

**Ellis Point** - 56 single-family condominium units

**Park At Ocean Pines** - 500 single-family active adult units



*To view all of our current housing development projects, please visit: <http://myevergreenehome.com/>*

# ABOUT THE EVERGREENE COMPANIES

## **Rob Cappellini, CEO and Co-Founder of The Evergreene Companies**

Rob's 14 years of management experience with a Fortune 500 homebuilding company and his in depth understanding of the key elements which effect our local real estate markets, have proven to be invaluable in the growth and development of The Evergreene Companies. Prior to founding The Evergreene Companies in 2007, Rob spent numerous years in production, costing, sales, and management, all of which culminated in his role as Vice President and General Manager of a large and very successful homebuilding division in Northern VA. This valuable work experience is the foundation that inspired the belief that for The Evergreene Companies to be successful, it should be built with unwavering customer service, exciting new designs, strong relationships within the homebuilding community and a team comprised of talented and dedicated professionals.

## **Joe Ricketts, CFO and Co-Founder of The Evergreene Companies**

Prior to the formation of Evergreene, Joe served as the CFO for Centex Homes in the DC Metro market and later as the Division Manager for Centex's Northern Virginia operation. During his 15 years at Centex, Joe lead a financial group that managed annual sales revenues approaching \$1 billion and a balance sheet that contained land assets valued in excess of \$600 million. In three years as the Division Manager for Centex's Northern Virginia Operation, Joe oversaw land development, sales, and construction operations that closed an annual average of approximately 1,000 homes. Joe's ability to structure and tailor deals based on the unique individual needs of each deal enables Evergreene to optimize the value of the land that it acquires. Joe holds the firm belief that if a Buyer and Seller can effectively align their goals in a transaction and cooperatively work together, then all parties will benefit while also building positive and productive long term relationships.

## **Warren Ralston, A.I.A., President, W.C. Ralston Architects, LLC and Principal, The Evergreene Companies**

Prior to joining The Evergreene Companies, Warren worked as a Project Leader for the Lessard Group. His experience offered him the opportunity to work on many notable projects ranging from large custom homes to higher density mixed-use projects overlooking the Manhattan skyline. These projects allowed him to work closely with great architectural mentors that inspired his appreciation for the value of thorough planning, a mastery of three dimensional space, and the application of practical detail in design. Warren leads a talented team that provides comprehensive architectural services for residential, commercial and land use projects. Warren is a licensed architect and a member of the American Institute of Architects.

## **Lonnie Carter, Principal, Director of Land Acquisition**

Lonnie brings over 17 years of experience in sales, marketing and relationship management to The Evergreene Companies. Lonnie joined our team after years of successfully procuring land in strategic locations for Centex Homes. He has a strong background in land acquisition, contract negotiation and understands how to effectively structure new deals. Lonnie also has strong relationships with local land developers, property owners and regional policy makers. The combination of his area knowledge, development background and negotiation expertise gives him the ability to assess risk, determine the feasibility of projects and oversee all aspects of the land development process.

## **Todd Garrison, Director of Construction**

Todd brings more than 23 years of homebuilding management experience to provide the leadership necessary to build the best homes in the Washington DC Metropolitan region. As a homebuilder, Todd has built over 1500 homes for families all across Northern Virginia. Todd's broad background includes product review, phase specifications, field management, budgeting, and ultimately customer satisfaction. Todd makes sure his team remains focused on all the details, which ultimately build in value for each project. Todd is active from the initial project design phase through the project's completion.



## ABOUT THE EVERGREENE COMPANIES.... CONTINUED

### EVERGREENE COASTAL DIVISION

#### **Dave Ryan, CPA, JD Principal - Evergreene Coastal Division**

Mr. Ryan has served in a number of real estate-related capacities ranging from Centex Homes – Division Manager Eastern Shore, Vice President – Residential Development for Carl M Freeman Associates, and Vice-President – Development for NRS Realty Services (Kansas City Southern Industries). He has also served as CEO for several portfolio companies of a Boston-based Venture Capital firm, practiced law in Washington , D.C. and started his career as an auditor for Price Waterhouse Coopers. He has managed resort and residential developments in Hilton Head, SC, Longboat Key, FL, and Worcester and Sussex Counties on the Eastern Shore. Mr. Ryan is a Magna cum Laude graduate from Georgetown Law Center and has a BS in Accounting from the University of Vermont.

### EVERGREENE MARYLAND DIVISION

#### **George Hamilton, President, Evergreene Homes, MD Division**

George joins the Evergreene team after 25 successful and rewarding years of residential homebuilding experience in the Washington Metro Area. As the President of our Maryland Homebuilding Division, George leads a talented team in our effort to provide Evergreene homeowners with an exceptional homebuilding experience. Prior to joining The Evergreene Companies, George had been responsible for managing the operations of regional homebuilding teams that consistently delivered 200-300 homes annually. George's leadership ability, his knowledge and his extensive hands on experience provide the tools required to develop each and every Evergreene community and home into a great place to live.

### EVERGREENE COMMERCIAL DIVISION

#### **John Longo, Director of Construction- Commercial**

Bringing over 20 years of experience in the construction industry, John is a quality-focused and performance-driven leader with a proactive management style responsible for heading up Evergreene's commercial division serving as Director of Construction. Prior to joining our team, John worked at Kettler as their Director of Construction as well as Vice President of Homeowner Services and Warranty. John has extensive management experience in all aspects of construction. He has a proven ability to supervise multi-million dollar, multifaceted, challenging projects, as well as implementing cost-effective and efficient project plans.

