

# PHILIP BUCKLEY

*Offering clients the absolute best market knowledge, resources, process, and track record.*



## SAN DIEGO COUNTY Apartment Sale Expert

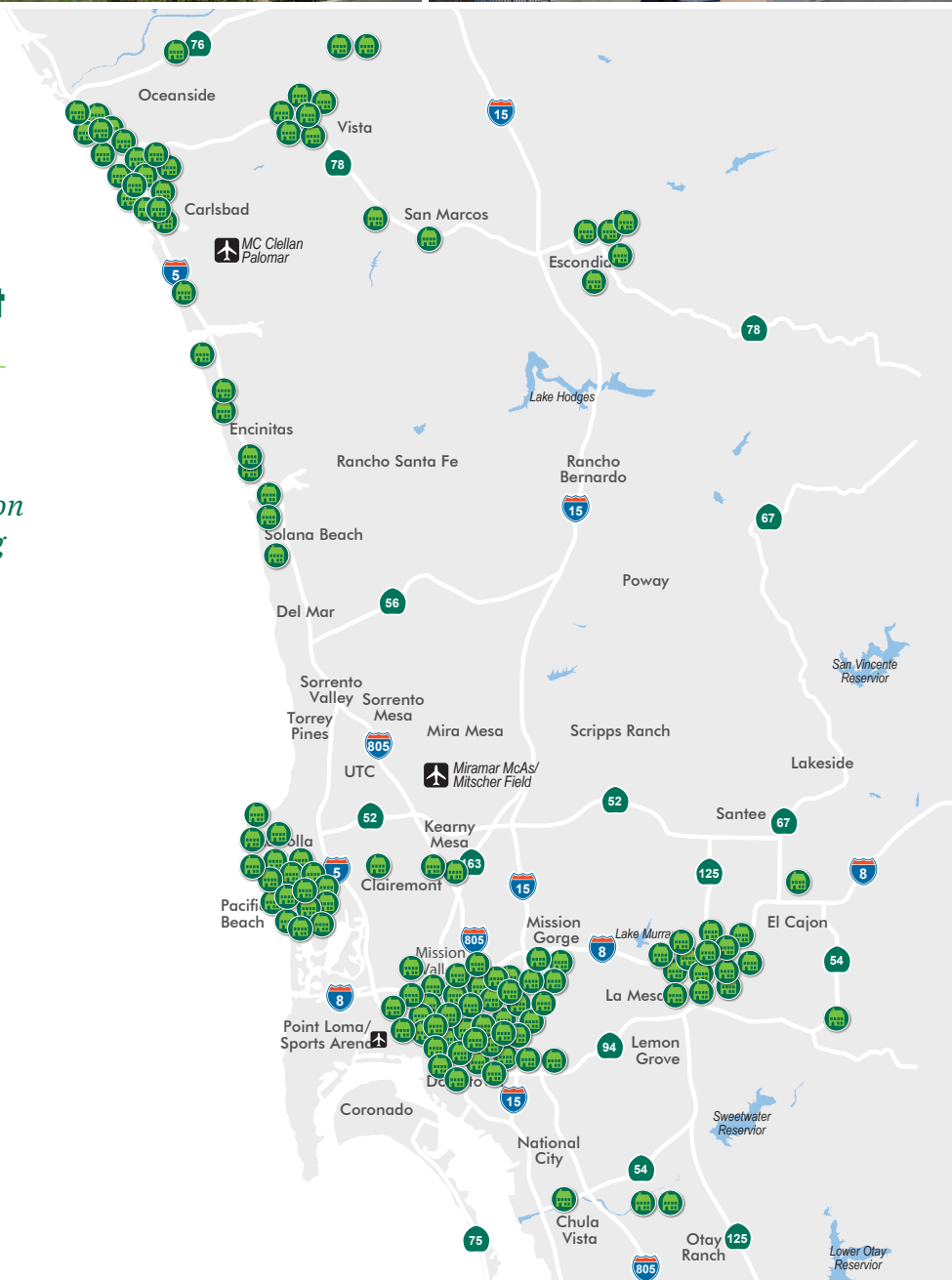
*Philip Buckley has successfully arranged the sale of hundreds of properties across San Diego County for a total consideration over \$800 million, consistently delivering apartment owners the absolute highest prices in the market!*

*"If you are considering the sale of your apartments, contact Philip Buckley for a property valuation and customized marketing strategy designed to achieve maximum return on investment."*



### PHILIP J. BUCKLEY

First Vice President  
Investment Properties  
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# MARKETING PROCESS

*Underwriting & Evaluation, Marketing Material, Exposure, Personalized Representation*



## Underwriting & Evaluation

- » Employ financial modeling to maximize sale price through credible underwriting easy to articulate to the market
- » Analyze all aspects of the investment to determine opportunities to create additional value



## State of the Art Marketing Material

### Custom Aerial Photography

- » Professionally Customized Marketing Collateral designed to generate wide interest from the most aggressive investors in the market

**OFFERING PRICE: \$1,350,000**  
**PRICE PER UNIT: \$225,000**  
**CAP RATE: 4.4%**  
**GRM: 15-45**

**1049-1055 GRAND AVENUE**

**PREMIER PACIFIC BEACH APARTMENTS**  
 1049-1055 GRAND AVENUE, SAN DIEGO, CALIFORNIA 92109

**FOR SALE**  
 6 EXCEPTIONAL RENTAL UNITS WALKING DISTANCE FROM THE BEACH AND SAIL BAY

**INVESTMENT HIGHLIGHTS**

- Ideal Pacific Beach Location
- Short Walk To Beach, Bay, Restaurants, Shopping, and Entertainment
- Spacious Floor Plans (apartments have views)
- Off-Street Parking (11 Carspaces)
- Convenient Access to Interstates 5 and 8
- Immediate Rental Upside

**CBRE**

SF	ACTUAL	MARKET
595	\$1,545	\$1,700
270	\$550	\$650
	\$7,280	\$8,100

**INCOME:** \$87,360 (\$2,621) vs \$92,200 (\$2,916)

**EXPENSES:** \$578 vs \$500

**NET INCOME:** \$85,312 vs \$94,784

**PER UNIT:** \$3,024 vs \$3,024

**PER UNIT:** \$4,430 vs \$4,430

**PER UNIT:** \$2,600 vs \$2,600

**PER UNIT:** \$15,967 vs \$15,967

**PER UNIT:** (\$4,337) vs (\$4,337)

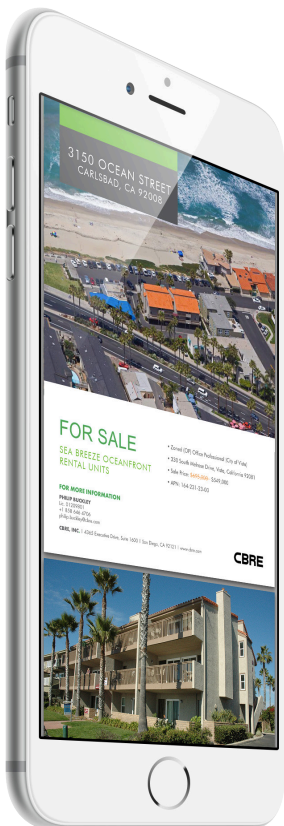
**% of EGI:** 30% vs 27%

**PER UNIT:** (\$26,021) vs (\$26,021)

**PER UNIT:** \$59,296 vs \$68,763

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**CBRE**



## Comprehensive Market Exposure

### Email, Direct Mail, Internet, and Personal Contact

- » Utilize proprietary Database with over 14,000+ Active Investors
- » Target market to most aggressive 1031 Exchange Buyers, Local Owner/Operators, Foreign Investors, Real Estate Companies, and Partnership/Syndicators
- » Exposure to all active San Diego County Apartment Brokers
- » Internet Marketing – Costar, Loopnet Premium, and MLS Sandicor
- » CBRE Deal Flow – Proprietary marketing platform with direct access to the largest network of apartment investors and brokers nationwide



# MARKETING PROCESS

*Underwriting & Evaluation, Marketing Material, Exposure, Personalized Representation*



## Personalized Representation

- » Philip Buckley will be single point of contact, personally responsible for ALL aspects of the sale process from underwriting through close of escrow
- » Deploy full complement of best in class resources to maximize marketing effectiveness
- » Create excitement for the offering
- » Evaluate, Advise, and Negotiate aggressively on your behalf
- » Clearly evaluate and articulate critical information to produce informed decisions, particularly relating to sale price, terms, buyer selection, contract negotiation, and escrow

**“Awarded San Diego Business Journal’s Apartment/Multi-Family Deal of the Year. (\$5 Million)”**

**SAN DIEGO BUSINESS JOURNAL**



## The Marketing Team



**Philip Buckley**  
**BROKER**

Personally manages entire sale process



**Tiffany Robinson**  
**ADMINISTRATIVE ASSISTANT**

Provides direct administrative support to Philip Buckley



**Jennifer Morrissey**  
**GRAPHIC DESIGNER**

Designs and completes all marketing material



**Sylvia Spille**  
**MARKETING PRODUCTION**

Production and delivery of all marketing material to market

# PROFESSIONAL EXPERIENCE

*Offering clients the absolute best market knowledge, resources, process, and track record available in the market.*



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## PARTIAL CLIENT LIST

- » WLA Investments
- » Northern Trust
- » Universal Holdings Development
- » Farmers & Merchants Trust
- » American Realty Advisors
- » Fowler Property Acquisitions
- » Holualoa Companies
- » Crown Capital
- » CLB Partners
- » United Development
- » F&F
- » Orka Holdings
- » Numerous private partnerships and investors

For the past 26 years, Philip Buckley has successfully arranged the sale of hundreds of multi-family and commercial properties for CBRE's market leading Investment Property Team. Mr. Buckley's recent marketing assignments resulted in the sale of 10 properties for a total consideration of more than \$50 million. While Mr. Buckley's primary focus is San Diego apartment sales, he has expertise in all property types (multi-family, retail, industrial, office, and land) and offers the absolute best representation in the market.

The CBRE Apartment Group is #1 in apartment sales on a national, regional, and local level. This is a result of CBRE offering the absolute best professionals, resources, process, and track record.

## SIGNIFICANT ASSIGNMENTS (PARTIAL LIST)

PROPERTY	UNITS	LOCATION	PROPERTY	UNITS	LOCATION
Collwood Pines	163	San Diego	945 Pine Apartments	18	Carlsbad
Chateau Spring Hills	94	La Mesa	Tres Palms	14	Hillcrest
Citrous Court	88	Escondido	Linpine Apartments	14	Carlsbad
La Casa Balboa	86	Clairemont	Robinson Apartments	13	San Diego
Villas of La Mesa	86	La Mesa	Sea Breeze	12	Carlsbad
Creekside Village	83	Escondido	4204 Campus Apartments	12	University Heights
Arroyo Vista	68	Redlands	Roosevelt Apartments	11	Carlsbad
Chateau Terraces	56	La Mesa	Artist Colony	10	Encinitas
Mesa Ridge	45	La Mesa	101 Dickinson	10	Hillcrest
Meadowlake Manor	44	Vista	Campus Townhomes	10	University Heights
Mellmanor Apartments	40	La Mesa	The Nolan	9	Hillcrest
Chateau Palms	40	La Mesa	Beach Villas	9	Carlsbad
Hillside Terrace	32	Vista	Hornblend Apartments	8	Pacific Beach
Casa Riviera	28	Pacific Beach	50th Street Apartments	8	San Diego
Mountain View	27	Escondido	Third Avenue Apartments	8	Hillcrest
Barbados Apartments	24	Carlsbad	4738 Campus	7	University Heights
3550 Park Blvd Apartments	24	Hillcrest	South Pacific Apartments	7	Oceanside
Casa De La Mesa	22	La Mesa	Indiana Apartments	7	Hillcrest
Foothill Manor	22	La Mesa	Sapphire Apartments	6	Pacific Beach
Eldorado Manor	21	San Diego	Grand Apartments	6	Pacific Beach
Avalon Gardens	21	Vista	3rd Avenue Apartments	5	Hillcrest
Breakwater	20	Carlsbad	Tremont Apartments	5	Oceanside
La Jolla Seaview	19	La Jolla	Curlew Apartments	5	Hillcrest
Dickinson Apartments	18	Hillcrest	Cleveland Townhomes	4	University Heights

## PRIOR EXPERIENCE

After earning a BA in communications and an MBA in finance, Mr. Buckley joined Wells Fargo Bank as a Financial Sales Officer, where he sold a full spectrum of commercial bank products. Then in 1996, Mr. Buckley joined CBRE selling apartments for San Diego's top producing Investment Property Team. Mr. Buckley's credibility, resources, market knowledge, marketing expertise, and ability to articulate value, allow investors to achieve maximum results.

## EDUCATION

Mr. Buckley earned a BA in communications and MBA in finance, from San Diego State University.

## PROFESSIONAL AFFILIATIONS

- » CCIM
- » Licensed Broker – California Department of Real Estate
- » Juvenile Diabetes Research Foundation (JDRF)
- » Awarded San Diego Business Journal Apartment Deal of the Year