



Chartered 1708

Office of the Mayor
Gavin Buckley, Mayor
160 Duke of Gloucester Street
Annapolis, MD 21401-2517

March 26, 2021

To: Alderpersons, City of Annapolis

From: Mayor Gavin Buckley

Re: Planning Commission appointment

Pending your approval, I would like to appoint Ms. Haley Varner to the Planning Commission. Ms. Varner is a resident of Ward 1 and this appointment fills a vacancy on the commission.

Haley Varner
10 Randal Street
Annapolis MD 21401

A copy of her resume is attached.

Thank You.

GB/hrr

Reviewed by: <u>Economic Matters Committee</u>	
<input type="checkbox"/> Favorable	<input type="checkbox"/> Unfavorable
_____	_____
Committee Chair	Date

AK 9-21



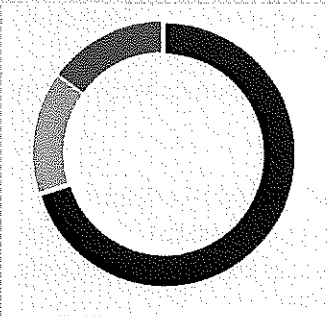
HALEY VARNER

Real Estate Investment Advisor

CONTACT

- +1 917 544 1127
- haley.varner@gmail.com
- haley-varner-71102038
- Stockholm, Sweden

BACKGROUND



- Investment Advisory
- Portfolio Management
- Owner/Investor

EXPERTISE



EDUCATION

Georgia Institute of Technology
 Bachelor of Science
 Industrial & Systems Engineering

Haley is a senior real estate investment specialist and experienced project manager with 15+ years in client advisory and portfolio oversight. She has advised dozens of companies throughout the US and Europe over her career specializing in portfolio strategy and workouts for under-performing portfolios. Her experience as consultant, portfolio manager and owner/investor has shaped her approach to evaluating properties, leading transactions and executing asset plans with unique perspective.

EXPERIENCE

PRIVATE EQUITY PERFORMANCE IMPROVEMENT CONSULTANT

MSouth Equity Partners / 2019 Atlanta

OWNER/FOUNDER

Broad Reach Real Estate / 2016 - Present Washington DC

PORTFOLIO MANAGER

The Hampshire Companies / 2015 - 2016 New York Area

TRANSACTION MANAGER

Ernst & Young / 2013 - 2015 New York

PROJECT MANAGER

Alvarez & Marsal Real Estate Advisory Services / 2008 - 2013 London/EU

REAL ESTATE INVESTMENT SALES ANALYST

Eastdil Secured/Wells Fargo / 2005 - 2007 San Francisco/Atlanta

RELEVANT PROJECTS

PERFORMANCE IMPROVEMENT AND VALUE CAPTURE

Most recently hired by a US based PE firm to work with a focused team of McKinsey consultants to evaluate value opportunities and potential sale of business units and real estate facilities for a \$175 million (Revenue) Technology Services Company.

- \$6.6 million annual EBITDA opportunity (38%) identified.

PORTFOLIO MANAGEMENT

As Portfolio Manager for the Hampshire Companies, a private REIT with over \$3 billion under management across four funds, Haley was responsible for acquisition pipeline and value add fund performance.

- Achieved value add fund performance improvement of over 5%, as measured by IRR and achievement of promote payouts in excess of preferred returns.

RELEVANT PROJECTS (CONTINUED)

ASSET GEOGRAPHY

US
UK
Germany
Austria
Spain
France
Sweden
Croatia
Serbia
Slovenia
Portugal
Italy

SKILLS

Action Oriented Problem Solver
Effective Presenter
Organized and Efficient

INTERESTS

Equestrian Events
Running
Sailing

FUND MANAGEMENT

Founder and Managing Partner for Opportunistic Investment Fund with \$10 million AUM targeting urban multi-family and single family rental properties. Fund fully invested over 3 year period across the Washington DC Metro area in new construction and redevelopment assets.

- Achieved cash on cash returns of 30+% in 2017 and 2018 with targeted 10 year IRR of over 50% for stabilized portfolio with 100% occupancy at Q4 2019..

STRATEGIC ADVISORY

As a Consultant and Project Manager for Restructuring/Turnaround firm Alvarez & Marsal, created portfolio analyses for clients including owners, developers and financial institutions to drive work out strategies in the wake of 2008 financial events. Advised on over €100 billion of assets across all property types.

- **National Bank of Austria** – Evaluated strategies for non-performing real estate portfolio of over €5 billion nationalized Hypo Alpe Adria Bank to prepare for segmentation and sale. Managed team responsible for developing asset management and disposition plans for a €1 billion subset of real estate assets across Central and Eastern Europe.
- **National Bank of Spain** – Created detailed business plan for Spanish national asset management company (now SAREB) to manage and divest over €70 billion of non-performing real estate assets. Created project management plans for individual work outs and 15-year divestment plan for portfolio to achieve targeted IRR.
- **London & Associated Properties** - Analyzed cash flow projections for assets under development and advised on proforma assumptions and execution strategy for UK investment firm in leadership transition.
- **National Asset Management Agency (NAMA Ireland)** – Developed valuation monitoring protocols to produce periodic summaries of €30 billion portfolio.
- **Capmark Financial** – Provided financial planning support for Unsecured Creditors Committee (UCC) in the Capmark Financial Group bankruptcy. Reviewed Capmark's plans to monetize various business units and advised on proposed restructuring strategies for non-performing loan portfolio.

TRANSACTION MANAGEMENT

As Project Manager with Transaction Advisory Services at EY and A&M and as an owner/investor, delivered underwriting, pricing analyses and financial due diligence for buy and sell side transactions. Representative transactions include:

- **Various PE Real Estate Funds** - As Project Manager, led financial due diligence assignments for clients including Fortress, Tishman Speyer, Digital Realty and Rockwood. Managed annual valuation and client pro-forma reviews.
- **Residential Portfolio** - As owner/principal, personally closed \$10 million in residential real estate acquisitions over 3 years in Washington DC metro, managing underwriting, due diligence and portfolio financing activities with a team of two.
- **Blackstone** - Prepared underwriting southeastern US assets as part of over \$1 billion Class A real estate transaction to acquire office portfolio across US.