

# palisades capital

REALTY ADVISORS LLC

[www.palisadescapitalrealty.com](http://www.palisadescapitalrealty.com)



**Palisades Capital Realty Advisors** is a boutique commercial real estate firm that provides single source investment solutions for private clients in the U.S. and Latin America. The firm specializes in providing customized solutions that align with the specific investment goals of family office clients and high net worth individuals: quarterly income, capital appreciation and strategic wealth management investment objectives.

**Palisades** is able to deliver outstanding returns built on a foundation of deep domain expertise in all aspects of commercial real estate, institutional discipline and results-driven execution and operated one of the largest multi-regional suburban portfolios in the country for GE/Arden Realty through a wide range of market cycles. The company's blend of investment and operational expertise in national suburban markets provide unique insight into opportunities that often are not on the radar of the broader investment community and an ability to create value quickly.

Through diversified pools and separate accounts tailored to clients, **Palisades** has the flexibility to optimize the timing, value creation and asset management for each of its approaches to ensure that each client's unique set of goals are being met and, in many cases, exceeded.

## JOAQUIN DE MONET

*Founder and Managing Principal*



Joaquin de Monet is a leader in the commercial real estate industry with expertise in global real estate advisory and investment management services. He has led teams of high-performance real estate professionals worldwide, and has a successful track record for executing large equity and debt transactions in the United States and Latin America, and for building, operating and managing multi-billion dollar real estate businesses and portfolios.

Prior to establishing Palisades Capital Realty Advisors, de Monet was president/CEO of Arden Realty, Inc., a formerly Southern California REIT purchased by General Electric that he and his team transformed into GE's national equity platform. Joaquin de Monet was also head of GE Capital's business operations in Mexico.

## C O R E   E X P E R T I S E

Investment  
Management

Customized  
Solutions

Portfolio  
Optimization

# INVESTMENT VEHICLES

## WOODSIDE PALISADES PARTNERS, LLC

**Woodside Palisades Partners** is a joint venture between Palisades Capital and a group of high-net worth investors from Silicon Valley. The partnership is targeting core and core-plus quality assets in Western markets with strong yields and capital appreciation. The investment focus is predominately in re-emerging suburban markets with deal parameters between \$25 and \$50 million.

Initial investment has been in stabilized, quality office properties in a strategically located mixed use development in the Pacific Northwest. The group is the sponsor and manager of the investments and is currently sourcing additional opportunities for similar income producing assets in high growth suburban areas.

## PALISADES MEXICO PARTNERS, LLC

**Palisades Mexico Partners (PMP)**, a joint venture between Joaquin de Monet, founder and managing principal of Palisades Capital Realty Advisors, LLC, and Sergio Argüelles, president/CEO of Monterrey, Mexico-based FINSA. Argüelles was recently awarded the EY Entrepreneur of the Year 2014 in Mexico in recognition of his talent, creativity and positive impact on workers and the environment. The partnership was created to sponsor funds and provide a separate vehicle for Mexican investors. The first fund of PMP is the recently formed Palisades Private Capital Fund I which is on target to raise \$100 million this year through high net-worth individuals and family offices specifically in Mexico and eventually throughout Latin America.

As the US economy improves, foreign investors have become increasingly interested in growth markets, particularly in the Western US and in funds and via separate accounts run by experienced managers whom they know and trust. Principals of Palisades Mexico Partners have a global track record and an extensive investor network in Mexican and Latin American markets. De Monet and his team are providing both sourcing, management and value creation for the fund's portfolios.

## PALISADES PRIVATE CAPITAL FUND I

**Palisades Private Capital Fund I** targets diversified suburban Class A & B office buildings in growing West Coast markets and has recently acquired institutional quality assets in California, Texas and Arizona. The fund is focused on acquiring a diversified pool of suburban office properties priced below replacement cost, with solid in-place cash flow and average 75% occupancy. The targeted transaction range is between \$10 and \$25 million.

The fund will operate with a combination of in-place cash flow and capital appreciation. De Monet and his team at Palisades Capital will source investments and manage the fund- improving the asset, creating value and capturing rent growth over the targeted hold period of three to five years.

## WHY PALISADES CAPITAL?

- A team with a proven track record building, growing and managing multi-billion dollar investing and operating businesses
- Strategic and disciplined investors & operators
- Vast West Coast footprint – transactions, relationships, suppliers
- Deep domain expertise in all facets of the asset life cycle
- Reputation as industry leader with unyielding integrity

## STRATEGY

- Western U.S.
- Recovering suburban markets
- Value-add
- Strong in-place yields
- Below replacement costs
- NOI growth
- Integrated management