

ILLUME

VIRTUAL FOCUS GROUP:

Impacts of COVID-19 on Property Management and Development

Prepared by: ILLUME Advising, LLC

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*Utilities and program administrators are busy reading the tea leaves as the novel coronavirus has caused Americans to rethink living in packed urban environments and as retail businesses adapt their business models. Some millennials are returning home to live with family, meanwhile families could rethink assisted living for aging parents. The current economic crisis will undoubtedly impact commercial real estate and multifamily housing markets. But these are not just assets. **They represent the places that families call “home” and entrepreneurs call “their dream”.***

The energy industry is closely studying commercial and residential markets. Assets in student housing, retail, and lodging have been hardest hit due to restrictions on human density. Retail spaces face an existential question depending on whether the reopening of the economy will drive customers back for human contact, or if a re-emergence of COVID-19 in the fall and winter will bring about more social distancing, pushing customers towards e-commerce in even greater numbers. In this week’s memo, we speak with experts from master-planned communities, commercial real estate, and single and multifamily property management firms who will take part in a virtual focus group on May 7. This webinar, part of our continuing series on the impact of COVID-19 on the energy industry, sets up a conversation with our experts as they share their thinking through critical business challenges today, which may have future implications on customer programs, offerings, and utility investments.

Event Information

Webinar: Virtual Focus Group with Multifamily and Commercial Developers on the Impacts of COVID-19

Date: May 7, 2020

Time: 12:00p.m. ET/9:00a.m. PT

Moderator: Anne Dougherty, ILLUME Founder and Co-owner

business profiles

Christopher Evans

Executive VP of Asset Management, HSL Properties



Chris Evans is responsible for overseeing all operations, acquisitions, and development strategies for HSL. Christopher is a Navy Iraq War Veteran and the Designated Broker of HSL Asset Management, LLC. He joined HSL Asset Management when it was established in 2002 and has the unique opportunity to work hand-in-hand with five of the top third-party management companies in Tucson. Using this knowledge and prior management expertise, he created an owner/investor benefit method of managing multifamily properties. These efforts have allowed HSL Asset Management to grow from managing 1,900 to over 10,000 owner/operated units today. Chris is a Principal of HSL Construction Services (HSL's development arm) and has been instrumental in the development of over 2,400 class A multifamily units. He is a Board Member of the National Apartment Association and current Vice President for Region VII. Chris is a Member of the National Apartment Association PAC Board of Trustees and has been a Designated Broker in the state of Arizona since 2009.

HSL Properties was cofounded in 1975 by Humberto Lopez and Glenn Toyoshima. Over the past 45 years, HSL has acquired, owned, operated and developed properties in Arizona, California, Colorado, Georgia, New Mexico, and Texas. HSL is focused on multi-family apartment communities and has invested in office and retail buildings, shopping malls, a golf course and hotels. HSL is headquartered in Tucson, Arizona and is known for its multi-family housing in the Southwestern United States. HSL Properties owns and operates 37 apartment communities, with close to 10,000 apartment homes/families and over 7 million square feet.

Patricia Schwabe

Agent, Peach Properties



Patricia has over 25 years of business experience in real estate and as a business owner in Tucson. Patricia specializes in commercial leasing and sales. She's been responsible for leases of some of Downtown Tucson's most regarded businesses, such as Yoga Oasis, Exo Coffee, Tap & Bottle, Playformance, Sand-Reckoner, Selah, and Andrew Smith Gallery. Other office leases have included Providence Service Corporation, Summit Funding, Tucson Chamber of Commerce, and Diocese of Tucson, amongst others. She has directly worked in the curation of the Firestone, Brings, King, and Market Inn buildings, as well as the new favorite on the south end of downtown, La Buena.

Peach Properties specializes in reuse development and innovative new ground-up urban master planning. Throughout their history they have sought out under-appreciated properties and repurposed thousands of square feet of empty space into some of Tucson's most loved buildings. They have taken the path not traveled through under-appreciated neighborhoods and passed-over buildings, transforming them with attention to light and creative reuse of space.

Max Fisher

Industrial Properties Broker, Cushman & Wakefield | PICOR



Max specializes in the leasing and sale of industrial and business park properties, including flex/research and development, warehouse and distribution, and manufacturing space. As a native Tucsonan, Max inherently understands what makes the community thrive. He has been active in the Tucson real estate market since 2012, and his strong community ties and industrial focus make him a standout in the commercial/industrial arena. He is known for his strong focus on relationships, tenacious work ethic, and his communication and negotiation skills.

C&W | PICOR is Tucson's leading independently owned, full-service commercial real estate company. Founded in 1985, C&W | PICOR offers brokerage, property management and consulting solutions for retail, industrial, office, medical, land, and investment properties. C&W | PICOR is licensed in Southern Arizona and Sonora, Mexico, offering bilingual commercial real estate services spanning the border. Locally owned and globally connected, C&W | PICOR is a member of the Cushman & Wakefield Alliance, which is among the largest real estate services firms with approximately 51,000 employees in 400 offices and 70 countries. In 2018, the firm had revenue of \$8.2 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services.

Jeremy Sharpe

Chief Operating Officer, Rancho Sahuarita



Jeremy Sharpe is an Arizona native with a focus in real estate community development, organizational change, and business strategy. Jeremy specializes in working with team members and stakeholders in community development to ensure positive collaboration to create a sustainable built environment that enriches people's lives. His areas of specialty include: Organizational change, real estate, community development, marketing, communications, social entrepreneurship, corporate social responsibility, personal and professional development, sustainability.

Rancho Sahuarita began as 3,000 acres of dormant farmland in Sahuarita, Arizona, a rural community south of Tucson. Bob Sharpe, Founder of Rancho Sahuarita, acquired the land in the 1980s with a dream of creating a place that thousands of families would one day call home. Over the following decade, Sharpe worked with the residents of Sahuarita to develop plans for what would become Rancho Sahuarita, the most highly-amenitized master-planned community in Southern Arizona. In 2002 the first family moved into Rancho Sahuarita. Over the next 12 years, more than 18,000 people moved to Rancho Sahuarita.