

# Ploutus Advisors

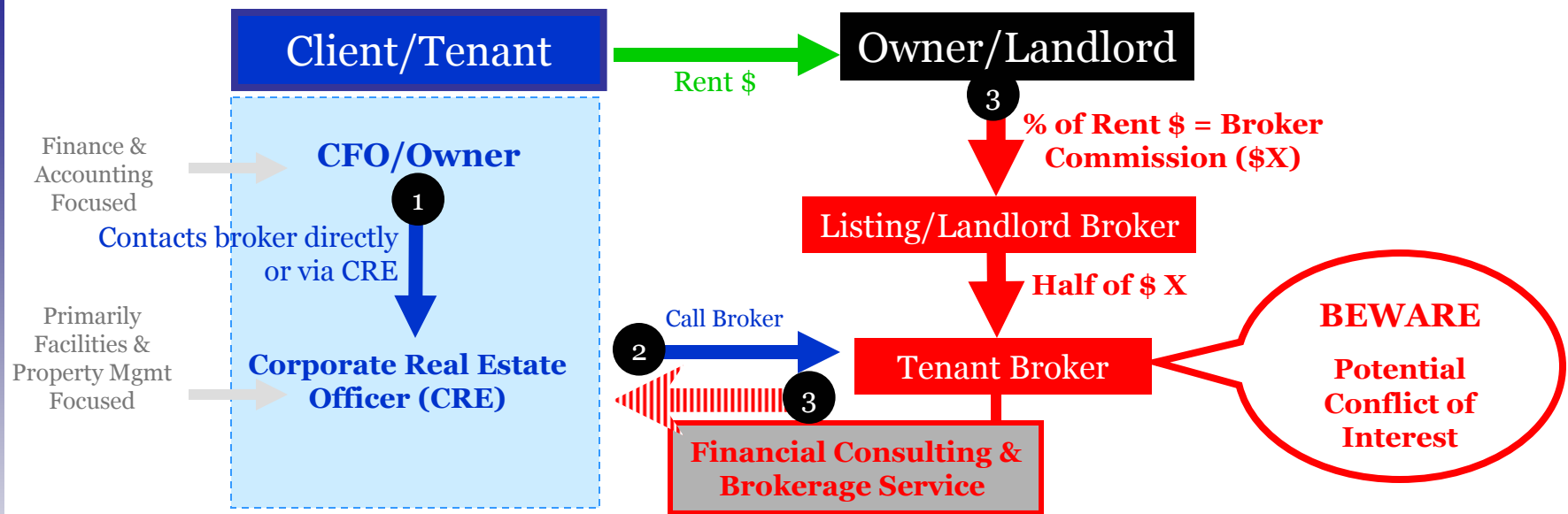
*A real estate advisory firm based in Los Angeles California*

## **Addressing Conflict of Interest In Real Estate Transactions**

**[info@ploutusadvisors.com](mailto:info@ploutusadvisors.com)**

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

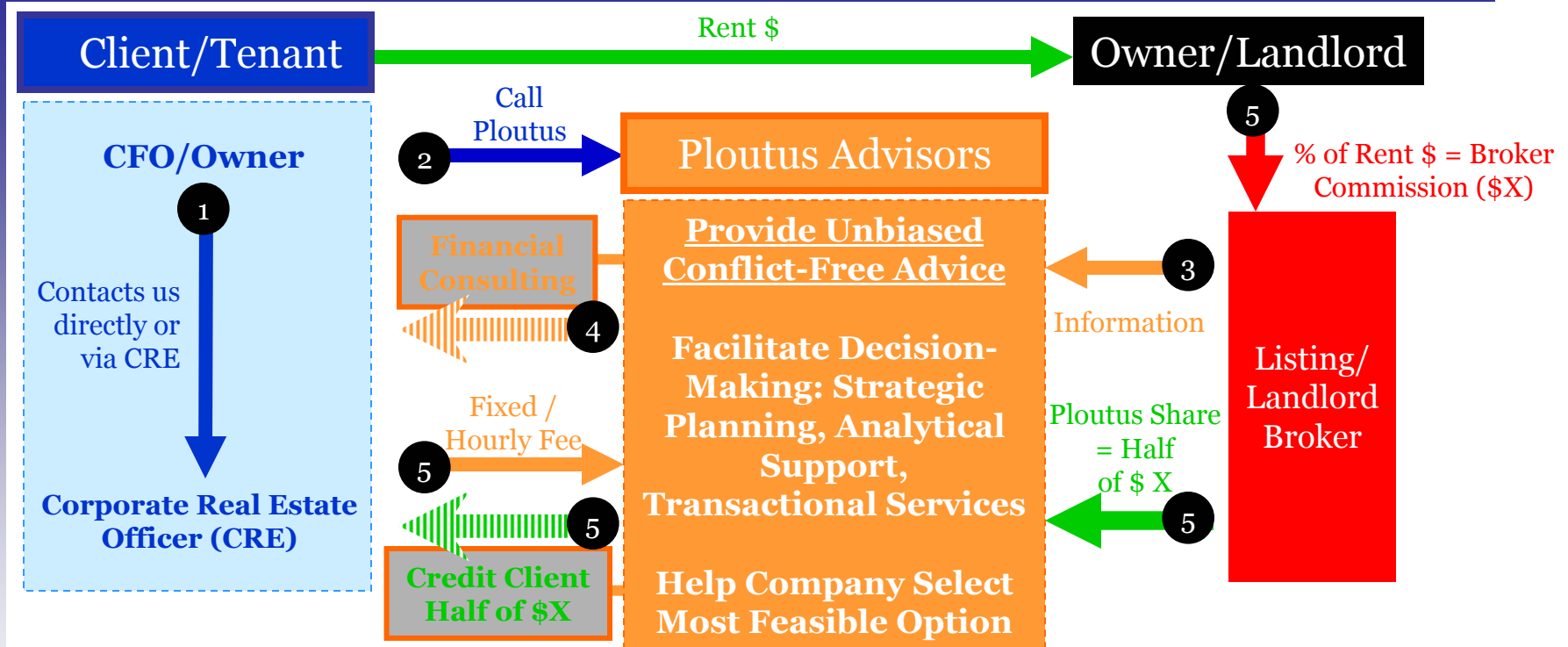
# Traditional Broker Model



## Broker Fees = Transaction Driven = % of Tenant Rent \$

- Traditional broker compensation model is designed to maximize landlord profits
- Tenants/businesses face serious conflict of interest
- Contingent fees drive desire to close quickly
- Tenant representative/broker commission based on total rent paid by tenant to landlord can encourage larger and/or longer rental obligations and higher sales prices – the exact opposite of what a tenant/purchaser seeks
- Traditional model deters brokers from pursuing valuable tenant options such as termination rights which often defer part of the commission
- Risk/return under the traditional model creates imbalance – Broker works on multiple assignments all of which may not materialize, and therefore, tenant whose transaction closes ends up overpaying in exchange for limited service
- As size of transaction increases, the ratio of broker fees to incremental time invested by broker increases exponentially
- Conflict in fiduciary responsibility vs. flow of funds

# Ploutus Fee-for-Service Model



**Fixed or Hourly Fee = No Compensation Conflict** → **Greater Benefit to Client**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>a. Complete alignment of interest</li> <li>b. Total transparency</li> <li>c. More comprehensive finance and real estate focused skill-set: private equity, corporate finance, investing banking, leveraged finance, consulting, accounting, and more</li> </ul> | <ul style="list-style-type: none"> <li>d. Ploutus share of potential commission credited to client</li> <li>e. Greater control of process for client</li> <li>f. Reduction in non-core recurring fixed expenses for client</li> </ul> |
|--|---|

# Traditional versus Ploutus Model

## Traditional Model

- (i) Potential for conflict of interest is high
- (ii) Analysis and advice may be transaction motivated
- (iii) Lesser control on analysis
- (iv) Incremental cost-benefit is uncertain
- (v) Motivation to cross-sell other services is high
- (vi) Impact on non-core recurring fixed expenses is uncertain
- (vii) Depth of broader financial experience may be limited

## Ploutus Model

- (i) No potential conflict of interest as interests are completely aligned
- (ii) Will always be unbiased
- (iii) Greater control on analysis
- (iv) Incremental cost-benefit is certain
- (v) No cross-selling, purely consulting focused
- (vi) Positive impact on non-core recurring fixed expenses
- (vii) Equity, Debt, Real Estate, Private Equity, Corporate Finance, Investment Banking and Accounting experience

# What Ploutus Advisors Offers

**Unbiased Conflict-Free Advisory**

**Personalized Commercial and  
Corporate Real Estate Consulting**

**Experienced Real Estate  
Investment Advisory**

**Dependable assistance to Public  
and Private Organizations,  
Tenants, Landlords and Investors**

**Trust and Transparency**

**E<sup>3</sup> – Entrepreneurial, Efficient,  
Effective**



**Helping clients look beyond  
the obvious**

**PLOUTUS**

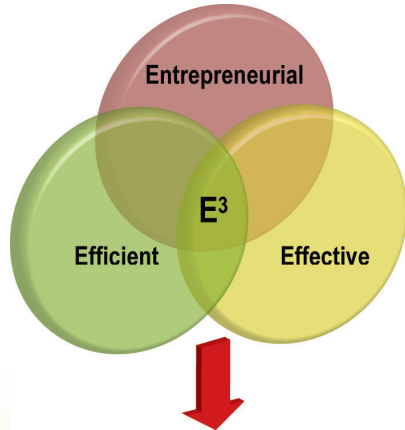
**Advisors**

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

## Overview

Our firm provides exemplary, ethical and value-focused commercial and corporate real estate consulting services to public and private companies, owners of real estate and tenants.

Our Principals have combined experience of over 30 years in real estate, private equity, investment banking and accounting with leading firms such as Cushman & Wakefield, ING, and Deloitte & Touche.



## Benefits to Client

### Unbiased Conflict-Free Advisory

We are not a real estate brokerage firm; therefore, our interests are completely aligned with those of our client

### Flexibility

We work on a project-by-project basis making our services not only a better and more cost effective option, but also one our clients can trust

### Reduction in Fixed Expenses

Our services help us partner with our client and enable the client to better manage their non-core operations

### Personalized Service

We are a small firm with a highly motivated well qualified team; therefore, we believe that we are better structured and equipped to provide a high quality personal experience

### Better Cost-Benefit

Our compensation is not transaction driven; therefore, we can provide our clients with a truly unbiased objective recommendation, unlike many of the large real estate service providers which survive on brokerage fees and cross-selling of services

PLOUTUS

Advisors

# For All Your Commercial and Corporate Real Estate Advisory Needs

## Goal

Our aim is to help companies ensure that the resulting impact of any real estate decision they make is purely by design. In doing so, we translate corporate real estate into the language of the C-suite.

Our services would be a truly valuable asset, especially in today's environment, as firms both large and small, try to optimize resources, reduce expenses and streamline their internal real estate departments, non-core operations or cost centers.

We would be happy to further discuss our services should your firm have any immediate or future real estate needs.

## Typical Assignments

We aspire to work with clients to assist them with their real estate needs as it relates to:

- **Portfolio Value vs. Outstanding Obligation**
- **Lease, Purchase, Sale-Leaseback and more**
- **Occupancy Cost Analysis**
- **Lease Comparisons and Consolidations**
- **Cash and GAAP Perspectives**
- **Impact of Real Estate Transactions on Financial Statements**
- **Portfolio Analysis vs. Business Strategy**
- **Own vs. Lease Decisions**
- **Operating vs. Capital Lease**
- **Valuing and Assessing Investment Opportunities**
- **Valuing Individual Assets or Portfolios**
- **Optimal Holding Period Analysis**
- **Benchmarking Based on Key Measurement Metrics**
- **Development Analysis and Project Feasibility**
- **Detailed Sensitivity Analysis**
- **Reviewing and Abstracting Leases**
- **Preparing Detailed Cash Flows**
- **Market Research**

## Key Executives

### Adnan Tapia – Principal

atapia@ploutusadvisors.com

Mr. Tapia has worked on over 16 million square feet or \$2.5 billion worth of real estate transactions across several product types and life cycles. Prior to founding Ploutus Advisors, Mr. Tapia co-managed the west coast office for UrbanAmerica, a real estate private equity firm with over \$400 million in committed institutional capital. Mr. Tapia has also worked at Cushman & Wakefield where he advised on transactions and projects in excess of 11 million square feet.

#### Qualifications:

MBA, Banking & Finance (Beta Gamma Sigma),  
Case Western Reserve University

Master in Engineering from Cornell University

Bachelor in Civil Engineering from University of Pune, India

California Real Estate Broker License Holder

### Khurshheed Sorabjee – Principal

ksorabjee@ploutusadvisors.com

Ms. Sorabjee has extensive experience of over 16 years in corporate finance, investment banking and accounting. Most recently she was a senior member of the acquisition finance group at ING Capital where over a period of 8 years she sourced, structured and underwrote debt capital in excess of \$1.0 billion across industries and managed a portfolio of 13 investments approximately worth \$300 million. She has also worked at ING Barings and Deloitte and Touche.

#### Qualifications:

MBA, Banking & Finance, Case Western Reserve University

Chartered Accountant – The Institute of  
Chartered Accountants of India

Bachelor of Commerce – The Sydenham College of  
Commerce and Economics, Mumbai, India

www.ploutusadvisors.com  
info@ploutusadvisors.com

Tel: 310.614.7710  
Fax: 310.277.1457