

## Beverly Keith, CCIM, CRE, CRX

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- Passionate, driven, and focused executive with 26+ years' experience in commercial real estate including corporate real estate, business development, asset management, investment sales, project leasing, commercial development and consulting.
- Manages multiple and changing priorities with proven attention to detail, problem solving and follow-through abilities. Skilled in leading multi-functional teams to achieve strategic goals.
- Experience with conflict resolution, and change management. Highly successful in developing relationships with C-Level executives, decision makers and stakeholders.

### Relevant Work History:

#### **Red Shoe Economics, LLC, Wake Forest, NC** June 2020 to October 2023

- Founder and Principal responsible for business development and strategic management.
- Consultation for key clients with an emphasis on strategic initiatives for growth and sustainability in ever changing financial economic markets.
- Provided real estate site selection, feasibility analyses, contract negotiations, investment strategies, and development analyses including proformas and budgets.
- Developed and presented business growth plans for clients including financial investment strategies.

#### **Commercial Properties Development Group, LLC, Raleigh, NC** January 2018 to June 2021

- Principal responsible for all Brokerage and Investment Sales activity for the company owned portfolio. Assisted outside investors and owners with implementation of new, ground up construction projects.
- Coordinated and led all operational and construction updates and provided investment optimization strategies increasing ROI, and reducing overhead and carry costs.
- Emphasis on Business Development locating future development opportunities across all asset classes for partners, and outside investor groups.

#### **Avison Young, Raleigh, NC** September 2013 to December 2017

- Senior Vice President, Retail Services establishing a new services platform and leading a team of five brokers in two major metropolitan areas of NC (Raleigh & Charlotte).
- Executed on a diversified plan that included a third-party portfolio of 1.7 million square feet of leasing and sale assignments representing a variety of owners and occupiers.
- 2017 team production for leasing and investment sales of \$32,000,000, and personally closed more than \$14,000,000.

#### **Trinity Partners, Raleigh, NC** December 2011 to September 2013

- Senior Director of Retail Services responsible for the development and implementation of a new service line for brokerage and investment platform within a well-established organization, executing strategic growth initiatives, and maximizing returns for owners and investors.
- Led Retail Services team in growing a corporate and third-party leasing and property management portfolio in North Carolina, South Carolina, and Virginia. Led business development of other service lines including construction services, project management and property management in adding clients and overall production to meet annual goals.
- Established and implemented brokerage and development services including project leasing, investment sales, turn-key development, Build-to-Suit, Joint Ventures, and Sale/Leaseback scenarios.

**Rivercrest Realty Investors, LLC, Raleigh, NC** November 2009 to December 2011

- Leasing Manager who closed more than \$8.5M in lease revenues over twenty-three retail centers totaling 1,296,900 SF for this privately held, east coast-based investment company within a twelve-month period.
- Extensive direct interaction with in-house legal counsel, asset management, property management and lease administration in the negotiation, execution, and administration of long-term leases.
- Developed and implemented strategic plans to maximize the value of the assigned portfolio of properties within guidelines defined by owners.
- Managed six third party brokerage teams and two property managers while traveling to assigned properties in MD, VA, NC, SC, and TN.

**Ace Hardware Corporation, Oak Brook, IL/Wake Forest, NC** March 2005 to March 2008

- Divisional Real Estate & Finance Manager managing all real estate projects and transactions for a seventeen-state territory reporting to Operations and Business Development at national HQ.
- Efficiently prepared and negotiated LOIs, Leases, Lease Work Outs, Warranties, Work Letters, Design and Construction contracts, Build-to-Suit Agreements and Purchase/Sale Agreements as needed for more than 600 individual cooperative members.
- Single point of contact to coordinate all commercial real estate activities for project management, leasing, and sale transactions.
- Weekly travel within the territory meeting with stakeholders and field staff to resolve real estate issues, and review and determine growth markets.
- Prepared financial proformas used to secure project financing, and individual project business plans in support of profitability and sustainability. Defined corporate wide site-specific Scope of Work (construction due diligence), and negotiated landlord delivery, and tenant improvement allowances.
- Provided financial analyses and budget oversight for ROI performance within the territory. Directed real estate projects including supervision of construction processes to ensure quality standards and avoid project delays; and managed construction schedules ensuring adherence to critical dates, projected timelines, and budgets.

**Highlights of Achievements:**

- Developed and implemented corporate growth strategy that increased the portfolio by 28% within a three-year period, increasing bottom line sales by more than \$33 million annually. Trained and managed 8 regional field staff for business development strategy and implementation.
- Provided commercial real estate services to a 17-state regional territory for an international cooperative including LOI's, lease negotiations, site selection, proformas, lease work outs, Purchase/Sale agreements and design/build construction management completing more than 180 individual transactions annually.
- Developed and implemented corporate strategy for business development including evaluation standards, market development, deal tracking and reporting, budget oversight, and construction due diligence.
- Developed, implemented, and managed a skilled CRE network for site selection and market penetration in support of a nationwide corporate growth strategy including comprehensive training programs and standardized leasing guidelines that were adopted across the entire corporate platform.

**Education:**

BBA in Business Administration & Management, 1995  
Averett University, Danville, VA

### **Professional Certification and Licensure:**

CRE – Counselors of Real Estate, Certificate #3034, awarded November 2021

CCIM – Certified Commercial Investment Member, Designee #18717, earned October 2010

CRX – Certified Retail Executive, ICSC, awarded May 2013

North Carolina Real Estate Broker's license, #190953

South Carolina Real Estate Broker's license, #78611 (inactive)

Virginia Real Estate Broker's license, #0225-199623 (inactive)

### **Professional Affiliations:**

CCIM Institute, 2005 to present

North Carolina Chapter of CCIM, 2005 to present

International Council of Shopping Centers (ICSC), Member 2005 to present

Triangle Commercial Association of Realtors (TCAR), Member, 2010 to present

CCIM Foundation, 2022 to present

Triangle Commercial Real Estate Women (TCREW), Member 2004 to 2012

### **Community Involvement:**

North Carolina Guardian Ad Litem – Officer of the Court; April 2014 to present

Food Bank of Central & Eastern NC – Volunteer; 2015 to present