

Jeffrey R. Havsy

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Senior Financial Executive with a track record of leadership, financial acumen and organizational improvement. Proven record of employing multifaceted economics expertise to produce significant bottom-line business results. Highly respected and approachable leader, adept at establishing excellent relationships. Persuasive public speaker.

Eigen 10 Advisors Strategic Advisor

2018-

Eigen 10 offers commercial real estate consulting services in the areas of market analysis, capital formation and communications, asset and partner due diligence, portfolio strategy, implementation and reporting.

Select Client Projects:

- Data analysis for the purpose of product development and monetization for multiple large real estate services firms
- Demographic study to target investment thesis for a multibillion-dollar investment manager
- Best practices study on data collection, transformation and dissemination for a commercial real estate not-for-profit
- Overview of student housing market for a trade group to better inform their membership of investment landscape
- Market study on life science opportunities for a small investment manager

CBRE-Econometric Advisors Managing Director and Americas-Chief Economist

2014-2018

Provided the broader commercial real estate community thought leadership on real estate trends, capital markets, the macroeconomy and economic events to assist occupiers, investors and users in making better real estate decisions.

- Led organization through a significant transition of personnel, scope and strategy while maintaining profitability and margins greater than 20%.
 - Replaced five economists and two data programmers who had left while satisfying normal quarterly production cycle.
 - Expanded client service and sales team from one to four and met target revenue and EBITA goals each year.
 - Stabilized client base due to concerns about viability of the business unit and its ability to deliver contractual obligations.
- Oversaw the quarterly production for four traditional property types, plus a macro overview.
 - Led the forecasting process of our quarterly macro scenarios that drive the property type forecasts.
 - Wrote the quarterly macro ViewPoint, GDP analysis and monthly Economic Watch.
 - Oversaw the writing and production of CBRE's annual thought leadership publication.
- Refocused Econometric Advisors' strategy to create new tools and analytics that are available to clients and brokers.
 - Sales velocity doubled in the first six months of the plan.
 - Licensing revenue increased 20%.
 - Client engagement increased 10%.
- Presented over 50 times per year to clients, prospects, industry groups and other forums regarding macro outlook, property type forecasts and other trends impacting the commercial real estate market.

National Council of Real Estate Investment Fiduciaries (NCREIF) Director of Research

2011-2014

Led data dissemination through multi-media channels, research initiatives, product development, licensing.

- Created monthly thought pieces to explain NCREIF data, analyze trends and educate membership on new topics.
- Oversaw data licensing initiatives that doubled the number of licensees and more than doubled revenue.
- Wrote regular press releases and communicated with media to disseminate results of the NCREIF quarterly indices and maintain the prominence of NCREIF as the pre-eminent private commercial real estate investment barometer.

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JRH Consulting Consultant

2010-2011

Independent consultant providing real estate research and strategy for a variety of clients ranging from small start-ups to multi-national service providers.

- Produced U.S. quarterly overview for multi-national firm that summarized the previous quarter's economic, capital markets and property type trends and results. Automated and streamlined the data and production process to ensure timely delivery of the overview and allow for seamless transition as their staffing evolved.
- Provided market analysis for an investment manager with approximately \$300 million in assets looking to expand into new markets outside its traditional geographic footprint.

Property & Portfolio Research (PPR) Global Strategist

2007-2010

Led the company's global expansion effort by coordinating real estate market coverage across North America, Europe, and Asia. Worked with the heads of the regions to create and deliver comprehensive solutions for real estate investors facing worldwide strategic and tactical investment decisions.

- Lead relationship manager for 30 clients representing over five million dollars in annual revenue, which represented over 20% of the firm's business. Responsible for engaging clients from board level to junior staff.
- Earned reputation for providing superior client service and anticipating client needs.
- Partnered with sales team to develop over one million dollars in new business. Presented market overviews to potential clients and evaluated their strategic needs to provide solutions.

Equity Office Properties

Vice President, Strategic Research

2003-2007

Spearheaded long-term strategic research projects to support and advance company's \$25 billion portfolio and future expansion. Provided economic and market expertise to multi-disciplinary task force assembled to assess future international expansion opportunities.

- Directed and presented a comprehensive analysis of strategic market exposures for commercial real estate portfolio. The results led to recommendations involving the repositioning of \$3 billion worth of properties in 10 markets; these recommendations became an important part of the firm's long-term strategic plan.
- Market expert on a team assembled to analyze and determine construction justification rents and costs for select markets. The results were used to improve the long-term supply side accuracy of the metro-forecasting model, a key tool used for firm wide strategic and financial planning.

LaSalle Investment Management

Senior Vice President (promoted January 2003)

Vice President (promoted January 2001)

Associate

1998-2003

Managed daily activities of eight-member U.S. research group that provided analysis and forecasts to multiple business units. Provided oversight to junior research staff, supervised training of all new hires, and ensured high-quality output from all members of team. Actively oversaw all office, economic, and capital markets research.

EDUCATION and HONORS

Counselor of Real Estate-2016

Homer Hoyt Fellow-2006

University of Virginia-M.A. Economics

Lehigh University-B.A. Economics