

BEVERLY KEITH, CCIM, CRX

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Executive Profile

Passionate, driven, and focused executive with 26+ years' experience in commercial real estate including investment sales, corporate real estate, business development, asset management, project leasing, mixed-use 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. Highly successful with networking and developing relationships with C-Level executives and other decision makers.

- ❖ Twenty-five years' increasing responsibility in commercial real estate including corporate real estate management, asset management, property management, business development, marketing, lease negotiation, contract administration, financial planning, general brokerage, dispositions/acquisitions, and construction project management.
- ❖ Eighteen years' experience with financial management including budget generation and compliance, full charge bookkeeping, billing, collections, and reporting.
- ❖ Twenty-five years' experience negotiating complex commercial sales transactions, and leases.
- ❖ Exceptional skills to plan, organize, prioritize, schedule, implement, report, and network.
- ❖ Long term success in breaking down and explaining complex ideas and concepts arriving at financially positive outcomes for all parties.
- ❖ Proficient in MS Office applications including Word, Excel, Outlook, and PowerPoint and InDesign.
- ❖ Advanced user of Sales Force, Argus, ArcGIS, ESRI, Site to Do Business and GIS mapping databases.
- ❖ Experienced social media user of LinkedIn and Twitter.

Accomplishments

- ◆ Built and managed a successful leasing and investment sales team of 5 brokers generating over \$20 MM annually in a three-year start-up period.
- ◆ Built a third-party book of business for leasing and property management of over 1.8MM RSF CRE portfolio in less than twenty-four months.
- ◆ Effectively repositioned three investment properties taking average occupancy from 40% to over 95% within an average eighteen-month period.
- ◆ Developed and implemented corporate growth strategy that delivered 132 new locations within a three-year period, increasing bottom line sales by more than \$33 million annually.
- ◆ Provided commercial real estate services to a 17-state regional territory for an international retail 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, and construction due diligence.

- ◆ Developed, implemented and managed a skilled CRE network for site selection and market penetration in support of a national corporate growth strategy including comprehensive training programs and standardized leasing guidelines that were adopted across the entire corporate platform.

- ◆ Conducted annually training on commercial real estate trends and procedures including brokers, appraisers, planners, field staff and senior management.

Relevant Employment History

Red Shoe Economics, LLC, Wake Forest, NC

June 15, 2020 to present

Principal, and Founder responsible for business development and strategic management. Assisting in research and consultation for key clients with an emphasis on commercial real estate site selection, feasibility analysis, negotiations, investments, and development analyses including proformas.

Commercial Properties Development Group, LLC, Raleigh, NC

January 1, 2018 to June 2021

Principal, Leasing and Investment Sales responsible for Brokerage and Investment Sales including the company owned portfolio of twelve mixed use developments. 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 retail services platform and leading a team of five brokers in two major metropolitan areas of NC (Raleigh & Charlotte) to execute a diversified plan that included a third-party portfolio of 1.7M SF million square feet of retail leasing and sale assignments representing a variety of owners and occupiers; personally, closed more than \$14,000,000 in transactions in 2017.

Trinity Partners, Raleigh, NC

December 2011 to September 2013

Senior Director of Retail Services responsible for the development and implementation of the retail brokerage services and investment platform within a well-established organization, executing strategic growth initiatives and maximizing returns for owners and investors.

- Lead Retail Services team in growing a corporate and third-party leasing and property management retail portfolio in North Carolina, South Carolina, and Virginia
- Lead 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 retail brokerage and development services including project leasing, investment sales, turn-key development, Build-to- Suit, Joint Venture 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 for twenty-three retail centers totaling 1,296,900 SF for this privately held, regional 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 retail and office 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
- Traveled to assigned properties in MD, VA, NC, SC and TN

SIMPATICO Business Development, Wake Forest, NC

April 2008 to November 2009

Sole Practitioner providing commercial real estate consultation services including lease review and negotiation, lease work-outs, project management and Design/Build construction management to entrepreneurs for growth, profitability and sustainability of their business enterprises. Ancillary services included initial Business structuring (financial proformas and process/procedure review and revision), Human Resources assistance (establishing hiring/firing/retention policies and conflict resolution), and Marketing (brand management, design and execution of brand marketing collateral, relationship planning and management).

- Completed eighteen retrofit projects within a twelve-month period

Ace Hardware Corporation, Oak Brook, IL/Wake Forest, NC

March 2005 to March 2008

Divisional Real Estate Manager for the seventeen-state territory of the Eastern Division responsible to Operations and Business Development for all commercial real estate transactions. 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 appropriate for more than 600 individual retail cooperative members.

- Weekly travel within territory to meet with retailers 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 new store profitability and sustainability
- Defined corporate wide site-specific Scope of Work (construction due diligence), and negotiated landlord delivery, and tenant improvement allowances
- Provided financial calculations to arrive at reasonable rent structures based on ROI for TI's and overall proforma projections for individual store performance
- Directed real estate projects for BTS locations including supervision of construction process to ensure quality standards, and avoid project delays; and managed construction schedule ensuring adherence to critical dates and projected timelines

Professional Certification and Licensure

CCIM – Certified Commercial Investment Member, Designee #18717

CRX – Certified Retail Executive ICSC, 2013

Jay W. Levine Leadership Development Academy, CCIM Institute, 2017 Graduate

North Carolina Real Estate Broker's license, #190953

South Carolina Real Estate Broker's license, #78611

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

Professional Affiliations

CCIM Institute, 2005 to present

Board of Directors, Member at Large, 2019, 2020
Governance Committee, Member, 2019, 2020
Marketing Committee, Member, 2017, 2018, 2019
Designation Promotion Matching Grant Review Group, 2018
Member Services Committee, Member, 2018, 2019
Affinity Programs Review Group, 2018
Education Realignment Sub-Committee, 2018

North Carolina–CCIM, 2005 to present

2019 NC CCIM Past President
2018/9 NC CCIM President
2017 NC CCIM Vice President
Board of Directors Planning Retreat, Chair
State Conference, Chair
State Networking & Programs, Chair
2016 NC CCIM Treasurer
Power Partner Program, Chair
2015 NC CCIM Secretary
Board of Directors, 2010-2020
Triangle Programs Committee, Chair 2010-2016, 2019, 2020

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

Certified Retail Executive designation, 2013

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

Board of Directors, 2012, 2013, 2014
William B. Eyerman Award, 2013
Networking Committee, 2012, 2013, 2014
Education Chair, 2014

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

Membership Chair, 2007
Programs Committee, 2004, 2005, 2006, 2011
Champion Award nominee, Professional Services, 2019