



**ACRETIS**  
CAPITAL MANAGEMENT

Executive Summary & Bios

2013



# Executive Summary



**Acretis Capital Management (“Acretis”)** is an Atlanta based real estate investment, asset management and advisory firm which offers direct equity and debt investment opportunities to investors. The firm is comprised of “best in class” resources and professionals who are empowered to meet the present challenges of the real estate and financial markets. Acretis has the capability to manage varying asset classes and sizes, and the expertise to resolve problematic asset deficiencies. The firm uses a combination of internal resources and “best in class” partners to efficiently return assets to stabilized profitability and provide investor partners with exceptional risk adjusted returns.

## Direct Investment

Acretis offers direct debt and equity investment opportunities on individual asset to qualified investors. Each security is described in a “Reg. D” offering memorandum. Acretis’s structure and professional resources are organized to acquire, contain risk, package and programmatically offer an asset with attractive, risk-adjusted returns directly to investors.

## Opportunity

The United States real estate industry is experiencing a prolonged transition from contraction to recovery. This is causing an enormous degree of ownership stress and an abundance of Core Plus [re-tenanting] and Value Added [re-tenanting & repositioning] acquisition opportunities. Despite the steadily improving market, the magnitude of available assets with relatively few buyers for such assets coupled with an inefficient dispossession process is creating significantly attractive acquisition opportunities. Only firms with specialized expertise and resources have the ability to simultaneously, measure and contain risk, analyze, acquire and execute a corrective action plan for the asset. This initial period of the economic recovery is the optimal time for alternative asset investors to establish a significantly low basis in real estate assets.

## Full Cycle Management

Acretis Capital Management’s investment and asset management practices are organized for full cycle management. Our teams work in accordance to rigorous due diligence requirements. The firm’s core expertise is driving consistent operational and financial results which allow us to operate with fluid movement from asset identification to transaction to monetization.

Deal Sourcing [local market knowledge]  
Due Diligence  
Transaction Closing  
Asset Management and Value-add Process

Indicative Pricing  
Capital Structure Engineering  
Asset Repositioning  
Disposition/Monetization

## Risk Management – Operations

Acretis’ dedicated acquisitions and underwriting teams are comprised of both internal resources and “best in class” external resources for services such as legal, accounting, environmental, and physical property review. Assets experiencing distress are often sold with “speed” as the most important criterion and price being secondary. Consequently, access to, and assembly of, “best in class” due diligence resources is the key to acquiring and solving special situations of non-performing assets.

## Competitive Advantage

Due to the significant decline of the current real estate cycle, there has never been a time that has demanded more capital structure creativity than now. Asset value volatility has made the 2004-2008 capital structures unworkable; transactional illiquidity and diminished refinancing options have exacerbated the issue for owners. Acretis has the executional agility to control assets in fast-moving bid/auction environments, the financial engineering expertise to recapitalize assets, implement resources to execute turnaround strategies, and most importantly, accurate market pricing knowledge.

# Executive Profiles

## John G. Hogan, President

Mr. Hogan is the founder and President of Acretis Capital Management. He plays an active role directing the company's transactions and continuing to build the team of exceptional professionals. In the past he has served as senior vice president of Novare Group Holdings, a developer of high rise mixed use condominiums, where he managed investment operations and corporate marketing. Mr. Hogan subsequently formed a partnership with Mr. George Lane [Lane Company], Viscaya Development Group, where he served as President of the investment, development and general contracting company which developed luxury multi-family projects in Atlanta, Georgia and Charlotte, North Carolina

In 2000 Mr. Hogan co-founded the private equity investment fund SBK Capital, where he served as President, and later formed SBK Capital II for additional investment activity. While at SBK Capital he managed, selected, structured, and negotiated the investment in a portfolio of high growth operating companies. The technology portfolio was closed out in 2011 with the \$650 million sale of SecureWorks to DELL. Mr. Hogan started his career at Ernst & Young LLP in Atlanta.

Mr. Hogan received a Master of Business Administration (M.B.A.) – Finance degree from the Goizueta Business School of Emory University, and a Bachelor of Science in Business Administration (B.S.B.A.) – Finance degree from Villanova University.

## G. K. Johnson, Vice President

Mr. Johnson serves as Acretis Capital's Vice President of asset management and brokerage. He brings thorough market knowledge and real time pricing expertise for the entire Atlanta metro area. Mr. Johnson has decades of experience and retail relationships to allow the firm to transform and maximize each asset to its most productive economic state.

Mr. Johnson has independently developed award winning projects [Sewanee Town Center and Smyrna Market Village] and has also served with Madison Retail [co-founder], Opus South and Newmarket Management [CNM Associates]. Mr. Johnson has developed and leased over 1 million square feet of retail space and has

leased to local proprietors as well as national tenants, such as Lowe's, Belk Stores, Malco Theaters (18 screens), Kohl's, Linens 'N Things, Old Navy, Pier 1, Barnes & Noble, GAP, Baby GAP, GAP Kids, Fresh Market, Walgreens and many more.

Mr. Johnson has a Bachelor of Business Administration in Real Estate and Finance from Southern Methodist University, Dallas, Texas and holds a real estate brokerage license in the state of Georgia.

## Peter A. Schnieper, VP of Finance

Mr. Schnieper serves as Acretis Capital's Vice President of Finance. He brings unprecedented industry experience and financial discipline to the firm and as such, leads the Asset Management and Restructuring Groups.

Earlier in his career, he was the Managing Principal of Alexander Mark Group and the national director of the Healthcare Transactions Group of Formation Capital [Philadelphia, PA]. During this time, Mr. Schnieper directed the financial structuring of over \$3 billion of healthcare real estate transactions which included CMBS, taxable and tax-exempt bonds, HUD programs, REIT financing, LIHTC, bank LOC's and/or mezzanine debt. Mr. Schnieper started his career at Arthur Andersen LLP in the Corporate Recovery Services Group.

Mr. Schnieper received a Master of Business Administration (M.B.A.) – Finance degree from the Goizueta Business School of Emory University, and a Bachelor of Science in Business Administration (B.S.B.A.) – Finance degree from Villanova University.

## **Raymond H. Griffin, VP of Investor Relations**

Mr. Griffin serves as Acretis Capital's Vice President of Investor Relations. Mr. Griffin is a commercial finance industry executive who has made his career in designing transactional structures for Fortune 500 companies. He has world class transactional experience and has had a successful career with global finance companies like GE Capital, GMAC Commercial Finance and JP Morgan, as the source of junior, senior and mezzanine lending and equity capital.

His exceptional financial track record of originating, structuring and managing over \$1 billion of financial transactions has served as a foundation for his real estate and investment management endeavors. Mr. Griffin brings exceptional capabilities to further extend Acretis Capital's investment platform.

Mr. Griffin graduated from Hampton University with a B.S. degree and earned a Masters in Business Administration from the Darden Graduate School of Business at the University of Virginia.

## **Robyn H. Cooper, VP of Marketing**

Mrs. Cooper is Acretis Capital's Vice President of Marketing. Her discipline and focused diligence hails from a results-driven track record. By way of research, she is able to achieve business development and marketing targets to accelerate Acretis Capital's investment portfolio.

Most recently, Mrs. Cooper has served as VP Marketing for MSS Partners, a vertically integrated consolidator of independent imaging and IT services companies. Prior, she was an Interactive Consultant and Director of Channel Partner Development for an award-winning digital engagement agency, AIS Media. Robyn consulted with clients on how to strategically leverage the proven power of digital and social media to dramatically increase brand reputation, acquire new clients, and generate measurable marketing return on investment (ROI).

Mrs. Cooper earned a Master of Business Administration (M.B.A.) degree from Kenan-Flagler Business School's OneMBA Program. She earned a B.A. in psychology with concentrations in biology and business from Oglethorpe



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