

Derek has been often called the “**Apartment Guru**” due to his decades of speaking, writing, consulting, brokerage transactions, relationships, amortized knowledge, and industry wisdom. His keen insight and strategies have allowed him to broker some of the nation’s largest and most complex real estate transactions.

Derek has authored 18 books to date and is the visionary behind the *Apartment University* learning portal. His mission is to impact one of the world’s greatest challenges.... the lack of rental housing.

As one of the most-connected individuals in the apartment industry, Derek continues to live by his personal motto, “always stay in traffic!” Now in his 5th decade of business, his desire is to become an “**Apartment Collaborator**” by bringing together like-minded talented people to work with and solve the business challenges and opportunities in rental housing.

Current Positions:

CEO, SVN Rock Advisors Inc., Brokerage [2007 – Present]

- SVN Rock Advisors Inc., Brokerage is a Commercial Real Estate firm, specializing in rental apartments, new apartment construction, and student housing, and complex family transactions.

CEO, Derek A. Lobo & Associates Inc. [DALA] Group of Companies [1988-Present]

- DALA Group of Companies is a consulting agency focused on the revenue maximization of purpose-built apartments. DALA Group advises apartment owners on how to maximize their NOI and is typically paid on performance. We conduct on-site marketing programs, feasibility studies on new apartment construction, and research market conditions to assist clients in increasing cashflow.

U.S. Experience

- Derek has worked in numerous U.S. states including Alabama, Arizona, California, Florida, Georgia, Michigan, New York, Oklahoma, Pennsylvania, and Texas as an apartment consultant.
- Derek has worked for many U.S. apartment owners and developers including:
 - Equity Residential, Flagship Properties, Home Properties, Lane Company, Morgan Stanley, Village Green Companies

Speaking Experience

- Well-known for his thought leadership, Derek is a sought-after speaker and presenter on topics affecting the Apartment Industry, Student Housing, Rent Control, and the factors driving its future in both Canada and the U.S.
- Derek has spoken to several American organizations including:
 - National Apartment Association, National Multi-Housing Council, Multi-Housing World

Publishing Experience

- Derek has published multiple books sharing his expertise on topics affecting the Apartment Industry:
 - How to Rent Apartments Fast, How to Take a Building to Rent Review, The Future Apartment Developer
 - Learning Portal, *Apartment University*, derek-lobo.com
- Derek illustrates the power of [re]-positioning to Canadian apartment developers, investors, and owners by hosting intimate tours of key properties in prime U.S. markets. These events provide valuable exposure to successful high-end rental apartment concepts.

Memberships:

- | | |
|---|---|
| • Real Estate Council of Ontario [RECO] | • Federation of Rental Housing Providers of Ontario |
| • Canadian Real Estate Association [CREA] | • Hamilton and District Apartment Association |
| • Toronto Real Estate Board [TREB] | • Greater Toronto Apartment Association |

Past Positions:

- President, Hamilton & District Apartment Association [Jan 1991-Dec 1993]
- Board Member, Federation of Rental Housing Providers of Ontario

Education:

- Ryerson University, Toronto, Ontario [1977-1980]

Derek A. Lobo

Curriculum Vitae

51-5100 South Service Rd
Burlington, ON
L7L 6A5
Office: (905) 331-5700

Public Company Positions:

- Board Member, Starlight Multi-Family Fund USA (2013-2015)



Attached:

1. Derek Lobo's Business History

Derek A. Lobo

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Clients:






Alberta Investment Management Corp [AIMCo]	Landstar Development Corp
ARTIS REIT	Lanterra Developments
Ashcroft Homes Inc	Losani Homes Ltd
Auburn Developments	Magnificent Homes
Ayerswood Development Corporation	Marwest Management Canada Ltd
Balfour Beatty Investments LP	Milton Harris Investments Ltd
Ballantry Homes Inc.	Minto Group of Companies
Belmont Equity Partners Inc.	Mission Group Enterprises
Bentall Kennedy	Montez Corporation
Blackwood Partners	Morguard
Bluestone Properties Inc	Norquay Developments Ltd
BML Group	North Star Homes
Brivia Group	Northrup Group/East Point Properties Inc
Broccolini Construction	Northview Apartment REIT
Campus Suites	Northwest Healthcare Properties
CPP Investments	ONE Properties
Canderel Management Inc	Paradise Homes
CAPREIT	Parview Homes
Centurion Asset Management Inc	Pinemount Developments
Chartwell Retirement Residences	Piroli Construction
Concert Properties	Q Residential
Crombie REIT	RealStar Group
Daniels Capital Group	Reid's Heritage Homes
Phoenix Group of Companies	Reserve Properties Ltd
Diamante Development	Revera
Dream Development	Rice Development Group
Drewlo Holdings Inc.	RioCan Real Estate Investment Trust
EllisDon Corporation	Saroukian Group
Empire Communities	Shiplake Management Company
Emshih Developments Inc	Starlight Investments Ltd
Equiton Inc	State Deelopments Corp
Esam Group	Strathallen Capital Corp
Fengate Real Asset Investments	Stubbe's Precast
Ferguslea Properties Limited	Sunlife Financial
Fernbrook Homes Ltd	Sunray Group of Hotels
First National Finantial Corp	Sutherland Development Group
Forever Homes	Talisker Corporation
Forum Financial Corp	Terracap Management Inc
Glen Corp	Textbook Student Suites Inc
Glenview Management Ltd	The Nearctic Group
Groupe Lepine	The Regional Group of Companies
Guardian Capital Group	The Skyline Group of Companies
GWL Realty Advisors	The Tricar Group
Harris Steel Group Inc	Timbercreek Asset Management
HLH Investments Ltd	Times Group Investment Corp
Hyde Construction Ltd	Toddglen Group of Companies
Kerbel Group Inc	Toronto Community Housing Corporation
KG group	(TCHC)
Killam Apartment REIT	
KingSett Capital	

All SVN Offices Independently Owned & Operated.

The Information listed above has been obtained from sources we believe to be reliable, however, we accept no responsibility for its correctness.

Business History:


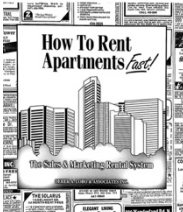
Summer 2021	<p>Published Hardcover Book: <i>The Future Apartment Developer</i> along with Online Learning Portal: derek-lobo.com</p> 
2021	<p>Released white paper titled <i>Control and Ownership for Multigenerational Family Real Estate</i> svnrock.ca/family</p> 
2020	<p>Launched Educational Webinar Series:</p> <ul style="list-style-type: none"> • Apartment Developer University • Apartment Leasing University • Developing Affordable Housing 
2019	<p>Leased up and facilitated sale of The Taunton Luxury Apartments, 286 units at a sale price of \$164 million.</p> 
2019	<p>Sold Rossland Park (family transaction), 911 units at a sale price of \$220 million.</p> 

2018	Sold Collegeview Commons (student housing), 1020 beds, at a sale price of \$74.6 million.	
2017	Sold the largest new apartment complex in Canadian history, over 700 units at a sale price of over \$250 million. Play Video	
2015	Acting VP at Canadian Apartments Properties Real Estate Investment Trust (CAPREIT)	
2012 - 2019	New Apartment Construction Symposium Recognizing the lack of information on New Apartment Construction in the Canadian marketplace ROCK began hosting 2-day conferences on New Apartment Construction. The symposium has established itself as an industry event in the Canadian apartment development industry.	   
2011	Sold the largest apartment transaction in Canada. The transaction included 13 buildings (2,300) apartments, a shopping center and a medical office building in London, Ontario. The property was bought by a major Canadian pension fund, the largest private financial equity group in Canada, and one of the larger owner/operator/developers in the country. Play Video	

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2011 - Present	New Apartment Construction Consulting Using the same process for student housing, Derek analyzed his U.S. counterparts and developed a New Apartment Construction consulting business. Today Derek A. Lobo and Associates (DALA) is the largest consulting firm in this sector in Canada. Services include new apartment construction feasibility studies for developers and lenders, project financing, strategic marketing planning, asset management, and disposition. Play Video
2007	Sold Canada's first Student Housing Portfolio to division of CDPCapital [the largest pension fund in Canada].
2007	Established Rock Advisors Inc., Brokerage. Rock was the first apartment brokerage firm in Canada to truly combine advisory services and a boutique apartment brokerage.
2003 - Present	Student Housing Consulting In early 2000's Derek recognized there was no functioning student housing business market in Canada and was the first Canadian [after studying the U.S. market] to enter the student housing consulting market. Derek ran his first student housing symposium in 2012 and has been responsible for the sale of over \$300 million in student housing transactions.
1996	Self-produced RentSmart Video Academy included 12 videos and 12 cassette tapes along with books. The training programs generated \$250,000 in sales. 
1993	Self-published How to Rent Apartments Fast! a 500-page book which included two videos. 
1980 - Present	Performance Based Consulting and Asset Management In the late 80's and early 90's Derek spent considerable time in the U.S. acquiring practical knowledge on the sales and marketing of rental apartments and brought expertise back to the Canadian marketplace. Consulting services included NOI enhancement, sales training,

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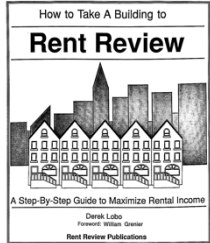
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RockAdvisorsInc.com

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	marketing plans, contract leasing, rental pricing strategy, mystery shopping, and filling other gaps in the rental housing industry.
1987-1990	Rent Review Consultant – Represented beneficial apartment owners through the quasi-judicial rent review and application process. Hearings were conducted under the Statutory Procedures Act. Derek became an expert in Ontario rent regulation.
1987	Self-Published <i>How to Take a Building to Rent Review</i> 
1986 - 1990	Syndicated Limited Partnerships - apartment owner, investor, and manager.