

Forward Sale ACTIVATION

- ✓ Assuring the sale
- ✓ Secure the buyer NOW!
- ✓ Take a discount now – eliminate risk
- ✓ A win-win for both the developer & buyer



A binding contract between two parties to enter into a purchase and sale agreement at a fixed future date, the terms and conditions of which are agreed upon today.

Why a Forward Sale?

It's a strong market today and as a developer, if you are looking to exit an existing apartment development project prior to stabilization, then a Forward Sale is a viable option. It is a complex sale and we've executed more of these deals than anyone else in the country.

Why would you want to exit early? There are many possible scenarios:

- **A new opportunity is available to you now**
- **Expensive mezzanine financing is creating a burden**
- **Your multi-phase project is filled with decisions and complexities**
- **You are a merchant apartment developer capitalizing on the current market**

Regardless of your exact situation, having the assurance of pre-sold scenario brings a new landscape and flexibility to your future planning.

Making it Happen – Your Options

FORWARD SALE

Most importantly, work with a brokerage team that has the skills, experience, and understands the complexity of this deal structure. We have extensive experience assembling Forward Sale deals of all shapes and sizes.

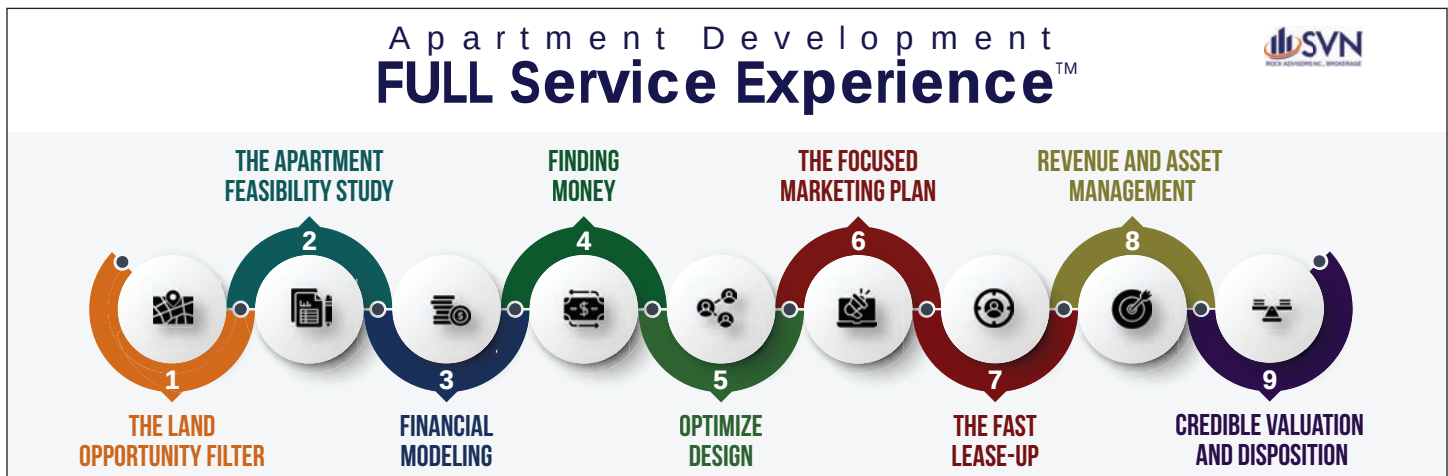
It is all about taking a discount, as a developer, and minimizing risk. Our firm is not the prototypical brokerage team — our capabilities span the **entire timeline of apartment development projects**. We are often involved in the marketing, lease-up, and revenue management of new apartment construction (*we don't have to be, but we're available to assist*).

STABILIZED ASSET

The traditional path is the creation of a stabilized apartment building, prior to sale. Execution of this path is in our wheelhouse!

- ☑ Assist developers in getting the highest rent possible, to exit the deal
- ☑ We bring our complete marketing, lease-up, and revenue management skills/coaching to your team – to maximize your sale price
- ☑ Revenue management for maximizing attainable rents – a \$0.20/ft² difference can mean millions of dollars gained or lost!

Regardless of where you are in the project timeline, we have FULL Service Experience™ capabilities to help you drive revenue and get you the highest price for your apartment building!



Forward Sale Transactions and Lease-up



The Taunton

286 Luxury Suites | Oakville, ON
\$164,000,000 - 2019
Marketing & Lease-up by Rock Advisors



Park Square

159 Units | Edmonton, AB
Lease-up by Derek A. Lobo & Associates Inc.



1121 6 Avenue SW

225 Units | Calgary, AB
\$28,100,000 - 2003
Lease-up by Derek A. Lobo & Associates Inc.

Forward Sale Completed Transactions



Ferndale Gardens

286 Luxury Suites | Barrie, ON
\$24,000,000 - 2020



Oxford Haus

236 Units | Stratford, ON
\$64,400,000 - 2019



The Boardwalk

88 Luxury Units | Chatham, ON
Exclusive Listing - ACTIVE



Ironstone Townhouses

87 Townhouses | London, ON
\$22,501,000 - 2016



Williams Court

739 Units | Kanata Lakes, ON
\$250,000,000 - 2012



151 Greenbank Road

60 Units | Nepean, ON
\$20,700,000 - 2018



Whispering Winds

52 Units | Orleans, ON
\$16,800,000 - 2021



Richmond Row Luxury Apts

127 Units | London, ON
\$33,300,000 - 2011



411 North River Road

117 Units | Ottawa, ON
\$32,800,000 - 2010



100 Southview Crescent

148 Units | Winnipeg, MB
\$38,000,000 - 2016
Brokerage by Rock Advisors & CBRE



The Residences on First

589 Beds (Student) | London, ON
\$48,000,000 - 2013

Currently Listed New Construction and Forward Sales



Park Place I

121 Units | Chatham, ON
Exclusive Listing - ACTIVE



Park Place II

110 Units | Chatham, ON
Exclusive Listing - ACTIVE



Seacliff Heights I

105 Units | Leamington, ON
Exclusive Listing - ACTIVE



Seacliff Heights II

105 Units | Leamington, ON
Exclusive Listing - ACTIVE



Westbridge Place

152 Units | Windsor, ON
Exclusive Listing - ACTIVE

R o c k A d v i s o r s I n c . c o m



Derek Lobo is the CEO of SVN Rock Advisors Inc. — a unique full-service brokerage firm. He has focused his entire career on the North American apartment building business, specifically on new apartment construction, affordable housing, student housing, and multigenerational families. Derek has established a sterling reputation as an expert advisor in these fields.



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