



# FrontRow

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## Development | a Read King Co.





**Our mission is to exceed the expectations of our clients and stakeholders through our commitment to delivering quality developments on time and under budget.**

Front Row Development is a full service real estate partner of Read King Commercial Real Estate focusing on build-to-suit development, direct investments, portfolio acquisitions, and other tailored services for our strategic partnerships.

We are dedicated to delivering the same level of service and expertise to our single-tenant clients that we have delivered for 30 plus years to our retail commercial real estate portfolio.

Front Row Development provides a comprehensive approach to market development from strategic market consulting, site selection, project financing, capital sourcing, building design, construction supervision and property management.

# LEADERSHIP



**Jeff Read**  
*Principal*

Jeff Read co-founded Read King Commercial Real Estate in 1991. He currently leads the company's Executive Committee, and directs the firm's strategic planning, capitalization, and major tenant relationships. Under his leadership, Read King Commercial has developed over 3 million square feet of retail space, over 30 medical office facilities, and dozens of build-to-suit projects for national retail, restaurant, and fitness concepts.

After guiding the company through three decades of successful growth and evolution, Jeff passionately believes that Read King is positioned to be a break-out industry leader in an era of accelerating change. He is also committed to the concept that Read King's success will continue to be based upon developing creative, quality projects that enhance the communities in which they are located.

Jeff is a native Houstonian. He has been active in retail brokerage, investment, and development since earning his BBA in Finance/Real Estate from Baylor University in 1982. In addition to his professional activities, Jeff is a leader in various social and non-profit organizations.



**Ewing King**  
*Principal*

Ewing King serves as a Principal responsible for real estate development operations. Ewing brings over 30 years of high quality retail development expertise and leadership to the firm. He spearheads projects that combine the latest innovations and designs to integrate with communities and their needs. Ewing has a particular expertise in acquisition, design, construction and real estate portfolio management. He has time spent on a variety of development and redevelopment projects as well as representing national clients. Ewing has a BBA in real estate and finance from Baylor University.



**Ryan Orr**  
*Managing Partner*

Ryan Orr joined Read King in 2004 and currently serves as Managing Partner. In his tenure at Read King, Ryan has played, and continues to play, an integral role in identifying and brokering new development opportunities. He is also a member of Read King's Executive Committee. Ryan began his career as a broker focused on the strategic roll out of several key retailers throughout the Houston market. Most notably Starbucks and Panda Express. He also served as a primary Landlord representative on all of Read King's development projects. His leadership has resulted the sale or lease of over 2,000,000 SF of space on various retail and medical projects and the development of 36 free standing emergency centers, dozens of convenience stores, best in class day care facilities, grocery stores, restaurants and countless other uses.

After making his mark on the industry and establishing himself as one of the preeminent brokers in the city of Houston, Ryan used his industry experience to build Read King's build-to-suit platform, Front Row Development. Front Row Development is exclusively focused on being a strategic, preferred developer for clients looking to geographically expand their footprint. This requires a deep understanding of not only tenants needs, but also an inherent desire to develop property that will create the most value for the surrounding community within which the tenant will operate.

Originally from Charlotte, NC, Ryan relocated to Texas to attend Baylor University where he earned a BBA in Finance. After making Houston his home upon graduation, he has become an active member of the community spending his time volunteering with local charities such as Boys and Girls Country, Yellowstone Academy, and the Star of Hope. Ryan is an active member of ICSC, serving on ICSC's Next Generation Committee. In his free time he enjoys playing golf, watching Baylor sports, and spending time with his wife and three children.

# THE TEAM



**Brian Salek**  
*Vice President of Development*



**Austin Read**  
*Development Manager*



**Travis Read**  
*Account Manager*



**Blake Allen**  
*Chief Financial Officer*



**Palmer Wilson**  
*Vice President  
Finance*



**J.P. Fultz, Jr.**  
*Associate Vice President  
Finance*



**Nancy Santana**  
*General Counsel*



**Macy Hunsaker**  
*Corporate Counsel*



**Sarah Dodds**  
*Vice President  
Operational Services*



**Daniella Mayorga**  
*Executive Business Director*



**Yrene Dominguez**  
*Controller*



**Alissa Benvegna**  
*Marketing and Research Coordinaor*



**Sabah Iqbal**  
*Creative Director*

# SERVICES

Front Row Development has capabilities to tailor our scope of work based on our client/partners unique needs. Our expertise includes, but not limited to, the following areas:



## SITE SELECTION

- Market analysis trade area selection
- Analyze sites and prepare market summary
- Underwrite entitlements on available sites
- Tour market with client
- Prepare “financial model” on selected site
- Present site proposal package to client
- Present market comparables
- Negotiate land contract
- Negotiate and execute lease



## DEVELOPMENT

- Due Diligence
- Site Design
- Building Design
- Permitting
- Construction Management
- Relationships with premier engineers, architects, contactors throughout the country



## PROJECT FINANCING

- Preliminary budgeting
- Final proforma / budget
- Complete financing package
- Bid financing package with lenders
- Select lender
- Close on development loan



## CAPITAL

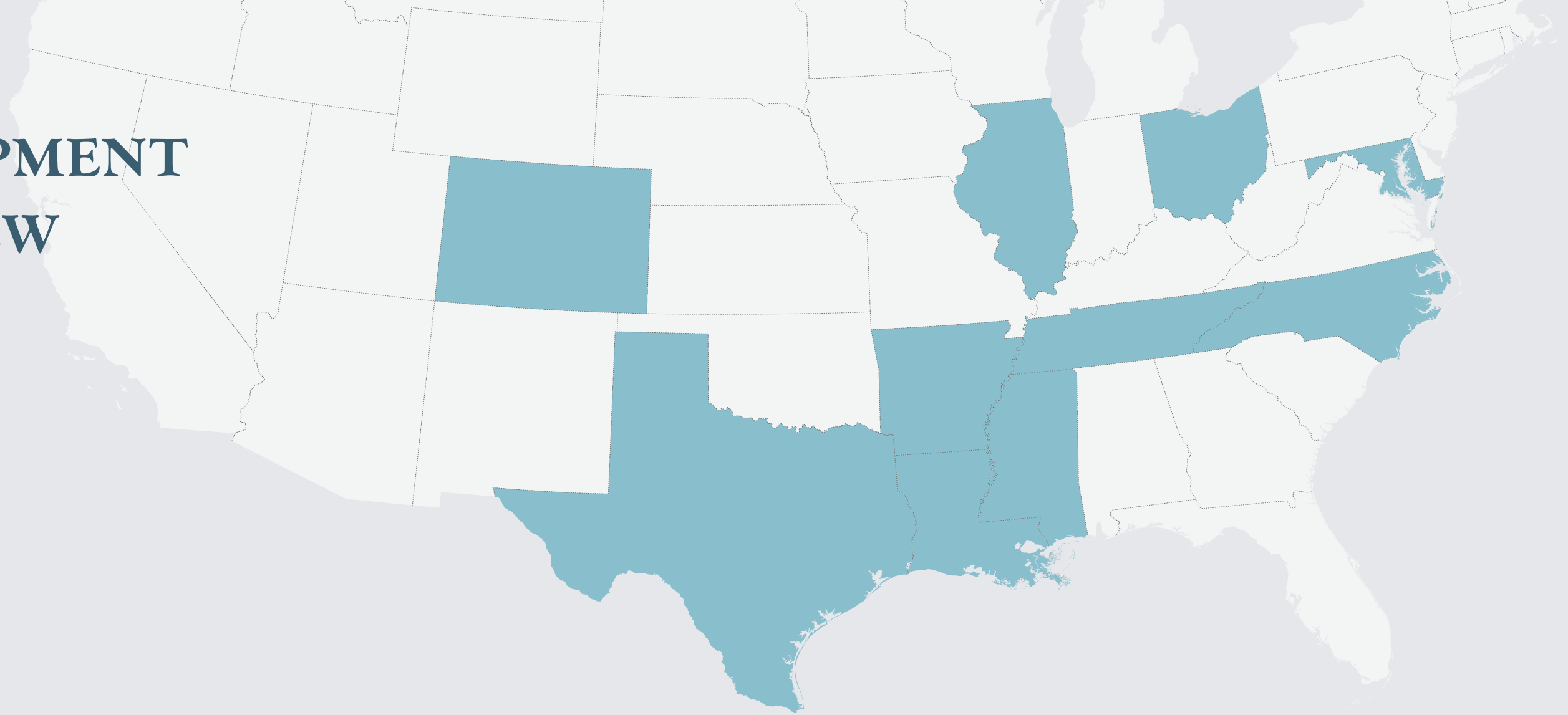
- Direct Investment in operating business
- Sale Leasback Financing
- Portfolio Acquisition
- Real Estate Expansion Funding



## ASSET MANAGEMENT

- Lease and contract administration
- Building and site maintenance
- Site security
- Accounting and Finance
- Protest tax evaluation
- Expense control

# DEVELOPMENT OVERVIEW



OVER 240+ BUILD TO SUIT  
DEVELOPMENTS COMPLETED  
FOR TENANTS INCLUDING:



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