

Real Estate Research Council of Southern California
2nd Quarter 2022 Quarterly Virtual Meeting
September 7, 2022

Invited Speaker: Pete Reeb
President
Clarity Real Estate Advisors



Pete is the leading real estate market feasibility advisor in the western U.S. Pete incorporates his decades of market experience and insights into every assignment; benefiting clients with his keen analytical eye, early-cycle trend-spotting capabilities, and the wisdom that comes with having been through multiple market cycles. Pete originally founded Reeb Development Consulting in 1996 to provide clients with insightful, timely, and innovative real estate market advisory services; rebranding as Clarity Real Estate Advisors in 2020 and affiliating with the Land Advisors Organization. Pete advises public and private homebuilders, landowners and developers,

entitlement groups, investors, private equity firms, and the public sector. Pete has a B.A. in Economics and Public Policy from Pomona College, which is consistently rated as one of the top ten private colleges in the country.

Over for Clarity Real Estate Advisors/...

Clarity provides real estate decision makers a competitive advantage through innovative, nuanced, and thoroughly researched market insights and advice.



WHAT SETS US APART

Building trust with you by:

- ▲ Providing the most accurate market information available
- ▲ Going beyond the numbers to uncover the idiosyncrasies, nuances and drivers of consumer behavior that collectively reveal the path to optimize real estate opportunities
- ▲ Collaborating with you, combining our collective knowledge and expertise to arrive at the best possible answers to all of your real estate market questions



WHAT WE DO FOR YOU

Providing you with actionable advice based on timely evaluations of the latest market trends.

Interpreting, anticipating, and capitalizing on current and emerging real estate market trends we help you maximize your investment returns. We provide:


- ▲ Market Feasibility Studies
- ▲ Price & Pace Evaluations
- ▲ Market Opportunity Studies
- ▲ Consumer & Buyer Profiles
- ▲ Market-Based Entitlement Support



AREAS OF EXPERTISE

We are Southern California's premier real estate market feasibility consultants, providing expertise in:

- ▲ Master Planned Communities
- ▲ For-Sale Residential
- ▲ Multi-Family Rental
- ▲ Single Family Build-For-Rent
- ▲ Mixed-Use Developments
- ▲ Commercial Sites
- ▲ Highest & Best-Use Analyses
- ▲ Product & Floor Plan Guidance
- ▲ Bond/CFD Absorption Studies



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