

SINGLE FAMILY RENTAL & BUILD-TO-RENT CAPABILITIES





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About Us

Where Expertise Meets Innovation.

GREA is a full-service, nationwide investment sales and financing platform dedicated exclusively to multifamily investments. We leverage the latest technology—including AI—in innovative and proprietary ways. This unique combination of focus and expertise drives our mission: to provide unparalleled service and outstanding results tailored to your investment needs.

Client success starts with direct engagement. Senior brokers personally oversee each transaction to ensure every detail is meticulously handled, giving our clients the best of both worlds: the personal attention and commitment of a boutique firm, combined with the extensive expertise and reach of our national network.

GREA stands alone in the SFR/BTR investment sales and advisory sector because of our extensive experience in the space dating back to 2008 and our innovative approaches to marketing and selling SFR/BTR portfolios.

We've built a culture of initiative and collaboration. Rather than following rigid hierarchies, our team relies on deep market expertise and a shared commitment to progress. We've moved beyond traditional, siloed brokerage practices, embracing a unified platform and technologies that strengthen communication across brokers and offices. This allows us to provide the visibility, insight, and attention you need to maximize returns and realize your real estate goals.

By leveraging our experience, creativity, technology, and extensive network, we ensure seamless execution across all transactions. Our success isn't measured by internal metrics, but by delivering exceptional value to you, our clients.



Transactions



Audra Townhomes

Denton, TX · 161 Units



East Park Estates

Burleson, TX · 88 Finished Townhome Lots



Brookfield Branch

Hampstead, NC · 270 Homes



Habberton Ridge

Springdale, AR · 98 Homes



The Point at Forest Hill

Forest Hill, TX · 52 Townhomes



Charlotte SFR Portfolio

Charlotte, NC · 292 Homes, Scattered



Centennial Place

Crowley, TX · 67 Homes

Case Study

Carrying The Torch

Property
Audra Townhomes

Total Units
161

Location
Denton, Texas

Asset Type
Build-to-Rent



Testimonial

"I look at GREA as a trusted advisor who always works in my best interest. Mark Allen was critical in helping to position the property to maximize value in today's volatile environment. His team's expertise were invaluable in navigating a few of the complexities of this transaction, and I am extremely grateful for their support and dedication.

After multiple successful sales, Mark Allen is my go-to broker."

Nick Good, ANG Development, Owner of Audra Townhomes

Challenge

After starting construction post-COVID, construction costs soared. The original developer of Audra Townhomes passed away, leaving his brother to take over the project mid-construction. While 118 townhomes were completed, 43 finished lots remained. Lacking the necessary experience and bandwidth to complete the construction, the brother sought out GREA to manage the asset disposition. Given its fractured nature and complex development component, securing a buyer to complete the project posed a significant challenge for any broker, especially amid the capital market fluctuations in 2024.

Action

GREA has 15 years of experience in the Single-Family Rental (SFR) and Build-to-Rent (BTR) asset class. They initiated a careful and thorough valuation of the property to ensure a strong market response and then deployed their aggressive and proactive marketing process to their extensive database of contacts built over many years. Leveraging their deep industry knowledge and cutting-edge technology, GREA tailored a strategic marketing campaign to highlight the unique investment potential of Audra Townhomes, attracting a diverse pool of qualified buyers and optimizing the property's visibility in a competitive market. They successfully navigated both physical and title challenges ensuring a successful close.

Results

- **Competitive Marketing Process:** Despite the complex development component, the property received 20 offers.
- **Diverse Buyer Pool:** The bid sheet included discretionary funds, syndicators, and REITs.
- **Accurate Valuation Advisory:** The list-to-close price ratio was 105%
- **Efficient Transaction:** The transaction moved swiftly from contract to close in just 60 days.

Case Study

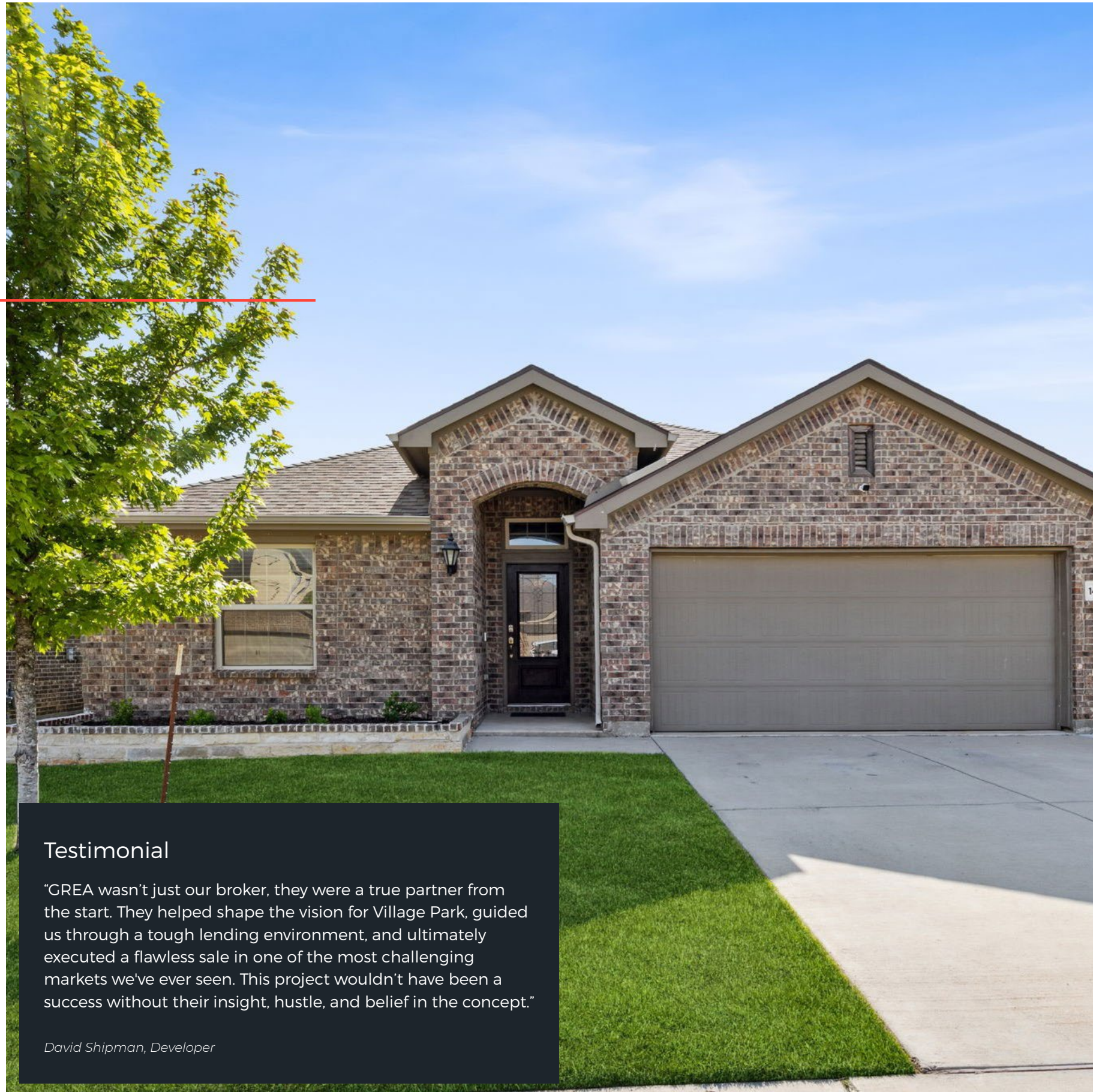
Vision Through the Fog

Property
Village Park

Total Units
75

Location
Crowley, Texas

Asset Type
Build-to-Rent



Testimonial

“GREA wasn’t just our broker, they were a true partner from the start. They helped shape the vision for Village Park, guided us through a tough lending environment, and ultimately executed a flawless sale in one of the most challenging markets we’ve ever seen. This project wouldn’t have been a success without their insight, hustle, and belief in the concept.”

David Shipman, Developer

Challenge

In 2009, amid the Global Financial Crisis and a city-wide moratorium on multifamily development in Crowley, developer David Shipman faced a tough dilemma for his 8+ acre site. With credit markets tightening and construction financing scarce, traditional multifamily was not an option. Instead, he proposed a bold alternative: building 75 single-family rentals. While the concept was ahead of its time, especially during an economic downturn, he needed expert guidance to determine if institutional demand existed for this untested product type.

Action

From day one, GREA partnered with Shipman to refine his vision, designing a strategic business plan focused on long-term investor appeal. They advised on the optimal unit mix and floor plans to maximize demand, developed a detailed financial analysis, and successfully presented the opportunity to lenders—securing construction financing despite a challenging economic climate. Once completed, the community quickly leased up with a waitlist, proving the model’s viability. In 2011, GREA launched a targeted marketing campaign emphasizing strong rental demand, multiple exit strategies due to individual platting, and eligibility for agency financing despite the single-family format.

Results

Despite a market flooded with foreclosures and cautious investors, GREA generated multiple offers by strategically targeting early single-family rental funds and high-net-worth buyers. The property went under contract with a private investor, closing in just 58 days—above the initial pricing guidance. Village Park became one of the first successful built-to-rent communities sold to an investor in the post-GFC era, setting a precedent for the emerging asset class.

Client Relationships

JPMorganChase

Blackstone



Mark Allen

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Mark Allen, Executive Managing Director at GREA's Dallas office, expertly integrates his extensive military operations background with profound expertise in sales, marketing, and capital markets to deliver unparalleled service in real estate. He has successfully facilitated over \$2 billion in transactions across multifamily, Built-to-Rent (BTR), and Single-Family Rental (SFR) sectors, demonstrating a keen aptitude for navigating complex market challenges.

Informed by his strategic military training, Mark's proactive engagement with clients, industry leaders, and his team ensures the development of tailored, successful strategies for investment and growth. His expertise spans property valuation, advisory, capital placement, and single asset and portfolio dispositions, making him a trusted advisor in an ever-evolving landscape.

Nationally recognized for his achievements, Mark is consistently ranked as a top producer both within and outside the firm. His accolades include being

named a Top Commercial Real Estate Broker by DCEO Magazine and receiving the Connect Media 2019 Next Generation Award for his innovative approaches and leadership in the commercial real estate sector.

A proud graduate of the United States Military Academy at West Point, where he lettered in football, Mark served as a Field Artillery Officer in the US Army, leading soldiers in Operation Enduring Freedom in Afghanistan. He transitioned his strategic acumen to the commercial sector with roles in business development and consulting at MSC Software, where he continued to hone his sales and marketing skills.

Residing in Flower Mound, Texas, with his wife, April, and their two children, Mark is deeply committed to his family and community, paralleling the dedication he brings to his professional pursuits. He is actively involved in local community service projects, reflecting his ongoing commitment to leadership and service both in and out of the office.

Lee Robinson

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Lee Robinson, Senior Managing Director at GREA, co-leads GREA's national SFR/BTR practice and GREA Dallas' Institutional practice with a focus on institutional assets and development land. His investment sales experience includes build-to-rent communities, scattered site SFR, apartments communities of all types, and land for development. He routinely advises on debt, equity, design, and construction. Additionally, he has been named a Top Commercial Real Estate Broker by DCEO Magazine.

With extensive knowledge development and construction, Lee has been instrumental in the development of approximately 2,500 units across Texas, representing over \$400 million in hard costs. These projects have ranged from sophisticated four and five-story urban wraps and podium infill apartment projects to suburban three and four-story

garden style walk-ups. His vast network of developers, operators, and buyers enriches his capacity to offer nuanced advice on both the sell and buy sides, along with consultations on new development projects.

Prior to joining GREA, Lee was served as a US Army officer and an alumnus of the United States Military Academy at West Point. Lee holds an MBA in Finance from Texas Christian University and a Texas Real Estate License. His background with a leading Fortune 500 company in Dallas before moving into real estate provides him with a unique blend of corporate and tactical real-world experience.

Lee is deeply rooted in North Texas, where he lives in Richardson with his wife and three children. He is an active member of the Watermark Community Church.



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