



Institutional Capabilities

Dallas-Fort Worth



GREIA

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About Us

GREA is a full-service, nationwide platform dedicated exclusively to multifamily investments. For our clients, this means you receive the best of both worlds: the personal attention and commitment of a boutique firm, combined with the extensive expertise and reach of a national network.

What sets GREA apart in the multifamily investment sales and advisory sector is our innovative approach. We prioritize direct engagement over intermediaries, with senior brokers personally overseeing each transaction to ensure every detail is meticulously handled. At GREA, we foster a culture of proactive effort over rigid hierarchy, using our deep market expertise to drive deals forward with unwavering dedication.

Our success isn't measured by internal metrics but by the exceptional value we deliver to our clients. Moving beyond traditional, siloed brokerage practices, we embrace collaborative technology that enhances communication across our offices. Our mission is to provide unparalleled service and outstanding results tailored to your investment needs.

By leveraging our experience, creativity, and extensive network, we ensure seamless execution across all transactions. Through cross-office collaboration and a unified platform, we provide the visibility and attention needed to maximize your returns and help you achieve your real estate goals.

Where Expertise Meets Innovation.

Representative Transactions



SELENE

Location: Dallas, TX
Built: 2023
Units: 146



CLUB AT FOSSIL CREEK

Location: Fort Worth, TX
Built: 1991
Units: 424



VILLAS OF OAK HILL

Location: Fort Worth TX
Built: 1998
Units: 586



AUDRA TOWNHOMES

Location: Denton, TX
Built: 2021
Units: 161



RESIDENCES AT 3000 BARDIN

Location: Grand Prairie TX
Built: 2022
Units: 252



VILLAS AT WYLIE

Location: Wylie, TX
Built: 2007
Units: 303



WINDHAVEN PARK

Location: Plano, TX
Built: 1991
Units: 474



WATERWALK

Location: Irving, TX
Built: 2018
Units: 153

Representative Transactions



THE CURRENT AT 37

Location: Corpus Christi, TX
Built: 2017
Units: 288



FAIRMONT SAN FELIPE

Location: Houston, TX
Built: 2008
Units: 361



NYC LIHTC PORTFOLIO

Location: Manhattan, The Bronx, Brooklyn
Built: 2011-2017
Units: 1,624



CAMERON SOUTH PARK

Location: Charlotte, NC
Built: 1984
Units: 309



EVOLVE NORTH SHORE

Location: Sneads Ferry, NC
Built: 2024
Units: 264



WESTVIEW HEIGHTS

Location: Portland, OR
Built: 2002
Units: 197



SEA PARK

Location: Brooklyn
Built: 1972
Units: 818



NEXT LVL

Location: Philadelphia, PA
Built: 2021
Units: 281

Recent Client Success

CONNECTING BLACK SWANS IN A DOWN MARKET

CHALLENGE

Kairoi Residential, one of the nation's premier development companies, was on the verge of completing the lease-up of Selene Luxury Residences, a property hailed as the "Jewel of Uptown." Despite its luxury design and prime location, Kairoi faced a challenging market environment in 2024. Institutional capital had become conservative, especially for core assets, and there was concern that the projected exit price target might not be achievable. Understanding the need for a strategic buyer, Kairoi turned to GREA, confident in their ability to navigate the complex landscape.

Meanwhile, an almost one hundred-year-old real estate investment firm based in New York, was seeking new opportunities. After decades of ownership, they had recently sold a Manhattan apartment building to a developer with plans to erect a 39-story residential tower. In search of a tax-deferred 1031 exchange, they were eager to diversify beyond New York and set its sights on Dallas-Ft. Worth, marking its first foray into out-of-state multifamily investments.

ACTION

Capitalizing on his deep market expertise and strong GREA network of relationships, Lee Robinson was connected to the Buyer. Tasked with identifying a trophy asset in the competitive Dallas-Fort Worth market, GREA sprang into action. Utilizing their proprietary tracking of investment opportunities and strong relationships with top-tier developers, GREA presented the Buyer with a curated selection of elite properties.

The Selene Luxury Residences quickly stood out. This 146-unit A++ apartment building, completed by Kairoi Residential in 2023, boasted unparalleled luxury, an irreplaceable Uptown location, a top-tier renter profile, and impressive rental economics. GREA meticulously coordinated every detail, selecting specialized team members to oversee various aspects of the property tours, ensuring an exceptional experience for the Buyer and its representatives. Recognizing its potential, the Buyer decided to pursue the Selene, despite the complexities of buying in a new, unfamiliar market.

GREA facilitated the process, coordinating multiple tours, engaging diligence companies, and arranging inspections tailored to the Buyer's exacting standards. GREA expertly navigated the transaction, representing the Seller while also ensuring the Buyer felt fully confident in their decision, showcasing GREA's ability to balance the interests of both parties and successfully close the high-stakes deal.

RESULTS

GREA brokered a deal that achieved:

- Record per-unit pricing for the market
- 20.4% higher closing price than the next highest competing BOV
- Enabled Kairoi to achieve above market returns
- All cash transaction
- 35-day closing from effective date to closing.



AT A GLANCE

Selene Luxury Residences

- 146 Units
- A++ Building
- 2620 Maple Avenue, Dallas, TX 75201



LEVERAGING STRATEGIC TIMING

CHALLENGE

The Villas at Wylie, located in the growing suburb of Wylie, TX, offered attractive assumable, low-interest rate financing with a remaining interest-only term, making it financially appealing at the moment. The Seller thought they had a short window to sell cash-to-note before the interest only term was near expiration. In addition, the local market, bolstered by Wylie's strong school system and increasing population, has seen a surge in multifamily supply. This influx of new units was expected to create significant competition, and the ownership was concerned that this may limit revenue growth opportunities over the next five years. Finally, the Seller would need to execute a 1031 exchange and wanted GREA to negotiate time to allow for them to find a replacement property.

ACTION

To address these challenges, GREA leveraged its proven marketing process and collaborative team approach. Through the marketing process they received pricing feedback below the strike value; however, one of the GREA brokers had a relationship with a buyer who had recently left an institutional firm to start their own real estate company. This out-of-state Buyer identified the Villas at Wylie as their perfect, first acquisition.

Additionally, GREA implemented an innovative marketing strategy to position the property uniquely in the crowded market. GREA emphasized the property's value not just from its financing terms, but also by highlighting the community's long-term desirability, including being one of two properties located in Wylie School District, the all brick construction, and future Wylie infrastructure improvements. This helped differentiate the Villas at Wylie from other properties in the area.

RESULTS

As a result of GREA's strategic positioning and targeted approach to attract the ideal buyer, the Villas at Wylie achieved:

- A full-price offer with a large nonrefundable deposit.
- GREA's focus on the long-term potential of the property, including its location in the Wylie School District and upcoming infrastructure improvements, convinced the buyer of the property's sustained value despite short-term competition, making the Villas at Wylie an attractive first acquisition.
- GREA's expert negotiation provided the seller with the necessary time to successfully identify and secure a 1031 exchange property, ensuring tax deferral and long-term financial planning without disruptions.

These results underscore GREA's ability to align market opportunities with client needs, ensuring a win-win outcome despite the competitive local environment



AT A GLANCE

Villas at Wylie

- 303 Units
- Built in 2007
- 660 Woodbridge Pkwy, Wylie, TX 75098

TESTIMONIAL

Ashley Hayden, Seller
Hayden Properties

"GREA was instrumental in helping us navigate the sale of the Villas at Wylie. Their team not only connected us with a motivated buyer but also went above and beyond in making sure the process was smooth from start to finish. Their innovative approach and understanding of the market's complexities helped us achieve an excellent result. We would highly recommend GREA to anyone looking to selling an institutional quality asset in today's competitive market."

Clients / Relationships

JPMorganChase Blackstone

//Fairstead Goldman Sachs GREYSTAR™

RELATED HilltopSecurities. 
Investment Banking Solutions

 **KAIROI**
RESIDENTIAL  **LM** Development Partners

 STARWOOD
CAPITAL GROUP  BELKORP LIVCOR

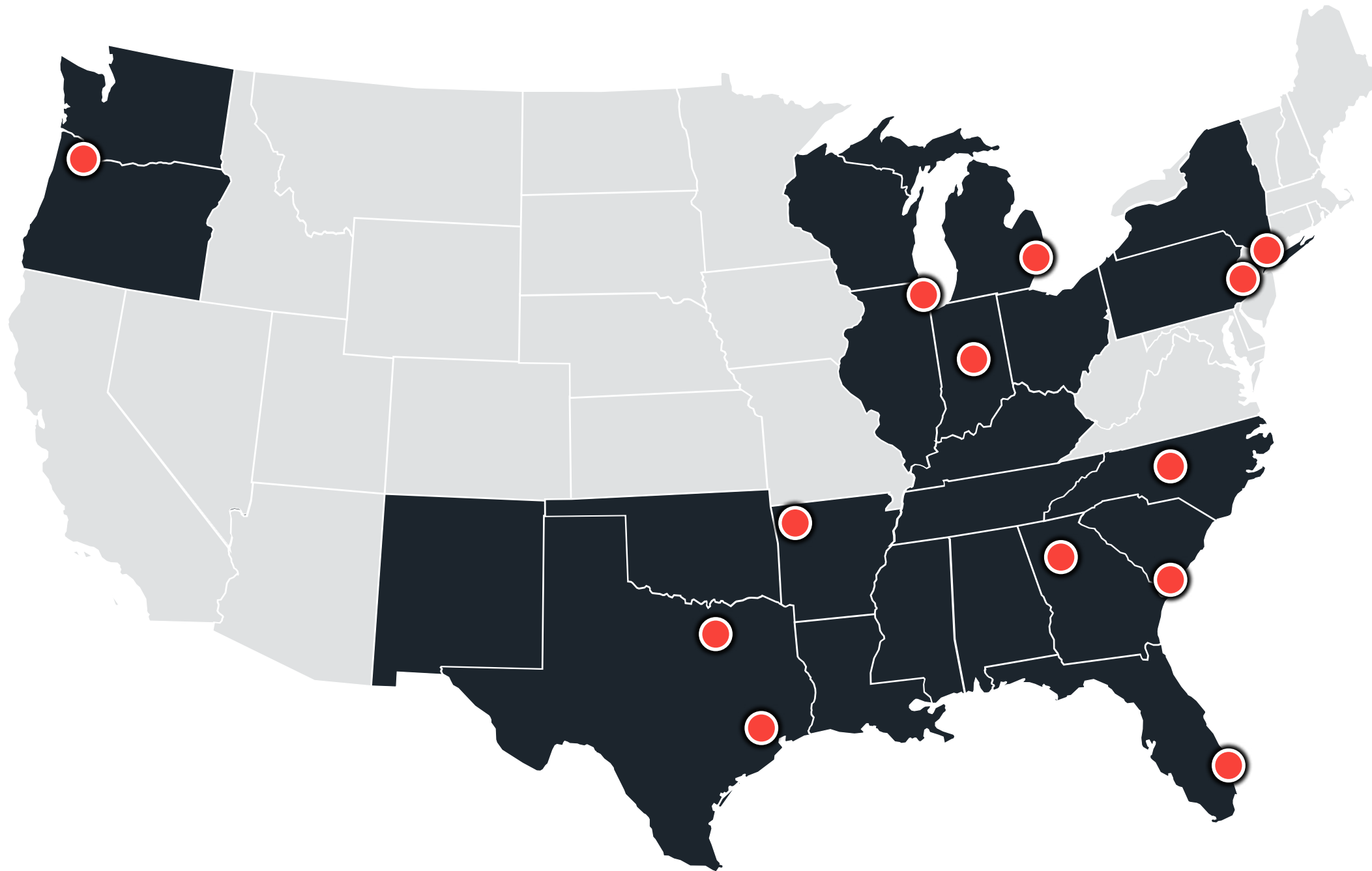
 IMG PROPERTIES PACIFIC URBAN INVESTORS  BSR

 KKR  INTERCONTINENTAL  DRA
ADVISORS

 Jackson Square
Properties  SECURITY PROPERTIES CIM

 KENNEDY WILSON  TRICON
RESIDENTIAL





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Senior Managing Director Lee Robinson helps lead the GREA Institutional Team with a brokerage and advisory focus on Class-A multifamily and multifamily development land. His brokerage experience spans from urban midrise luxury apartments to suburban garden style apartments as well as multifamily development sites. Lee has deep knowledge of multifamily development and apartment construction. His vast network of real estate developers, operators, buyers and connections within the multifamily industry allow him to advise clients operationally on the sell side and buy side, as well as consult on new development projects.

Prior to joining GREA, Lee spent several years in multifamily construction and development, participating in approximately 2,500 apartment

units delivered in the Dallas-Fort Worth market, representing over \$400 million in hard cost. These projects included four and five-story wraps, podium infill apartment projects, and suburban three- and four-story garden-style walk-ups. Lee has further development and construction experience in secondary and tertiary markets in the Southwest.

Before moving into real estate, Lee worked for a leading Fortune 500 company in Dallas and served five years as an active-duty US Army officer. He holds an MBA in finance from Texas Christian University, a Bachelor of Science from the United States Military Academy at West Point, and a Texas Real Estate License.

Lee is a north Texas native, a member of Watermark Community Church, and lives in Richardson, Texas, with his wife and three children.



MARK ALLEN

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Mark is an Executive Managing Director and Co-Founder of GREA, where his extensive background in military operations, sales, marketing, and real estate investment coalesce to deliver unparalleled service. With over 100 successful transactions, Mark's leadership at GREA has not only propelled the firm but also solidified his reputation as a top multifamily broker in the Dallas-Fort Worth area.

Mark's approach to real estate is deeply influenced by his strategic military training. His proactive engagement with clients, industry leaders, and his team enables him to navigate complex market challenges, ensuring tailored, successful strategies for investment and growth. His expertise spans property valuation, innovative marketing strategies, and strategic market leverage, making him a trusted advisor in an ever-evolving landscape.

Nationally recognized for his achievements, Mark consistently ranks as a top producer at GREA and has earned accolades from DCEO Magazine as a Top Commercial Real Estate Broker in DFW annually. His leadership qualities and innovative approach also earned him the Connect Media 2019 Next Generation Award.

A graduate of the United States Military Academy at West Point, where he also played football, Mark served as a Field Artillery Officer in the US Army, leading soldiers in Operation Enduring Freedom in Afghanistan. Following his military service, Mark transitioned his strategic acumen to the commercial sector as a business development lead and consultant at MSC Software.

Mark resides in Flower Mound, Texas, with his wife, April, and their two children, where he applies the same dedication to his family and community as he does to his professional pursuits.



TODD FRANKS

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With nearly 25 years of multifamily real estate experience, Franks is consistently recognized as one of the leading multifamily investment specialists in North Texas. He has closed more than \$3 billion in multifamily sales in approximately 300 apartment transactions. During his career, he has represented developers, investors, lenders, receivers, and REITs with their assets.

Much of Todd's success is derived from his ability to provide his clients with an arsenal of services, from strategic planning in ground-up construction and comprehensive financial analysis focused on balance sheet implications to business plan consulting market and demographic analysis of potential tenant bases, and other decisions that can impact the bottom line. This sophisticated approach to business allows him to employ his philosophy of a long-term approach and assist clients in a long-term, strategic consulting role, as opposed to simply selling an asset and negotiating pricing from a one-off transaction perspective.

Franks is a Certified Commercial Investment Member (CCIM), Apartment Association of Greater Dallas Member (AAGD), Forbes Real Estate Council Member, and a member of the National Multi Housing Council (NMHC) where he was invited to share his expertise on a panel of his peers at the NMHC conference in 2021.

Due to his expertise, Franks is regularly asked to speak about multifamily real estate and has been interviewed by such publications as "The New York Times," "Forbes," "The Dallas Morning News," "Dallas Business Journal," "Globe Street," "Bisnow" and many others. He has also served as an expert witness in trials that require multifamily and financing expertise.

Franks earned his bachelor's degree in Science from Michigan State University.





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