



Sterling Management Company is an affiliated property management company for Sterling Real Estate Partners. Managing our own assets allows Sterling to provide the highest level of service, tailored to meet the individual needs of our residents, employees, and partners.



## Sterling provides a best-in-class management platform of services that includes execution of the following property management services and initiatives:

### OPERATIONS

- Accounting/Reporting
- Ongoing & Preventative Maintenance
- Human Resources, Payroll Processing & Recruiting
- Risk Management



### REVENUE MANAGEMENT

- Review of All Lease Parameters, Amenity Values, Lease Terms, & Competitors
- Analyze Market Trends & Competitor Performance
- Develop & Maintain Benchmarking Against Internal & External Sources
- Comprehensive Performance Analysis per Asset

Sterling provides a best-in-class management platform of services that includes execution of the following property management services and initiatives:

## MARKETING

- Ensure Quality Brand Management & Digital Footprint Including SEO & SEM Strategies
- Monitor Online Reputation per Asset
- Execute Improvement Strategy
- Manage Advertising Efforts to Benchmark Cost-Effective Lead/Lease Generation
- Blended Training with In-Person, Webinar and Learning Opportunities



## TECHNOLOGY

- Optimize & Manage the Industry's State-of-the-Art Technology Platform: Yardi Systems
- Provide Secure Cloud Computing Services
- Identify & Evaluate Technology Trends & Solutions
- Adjust and Maximize Internet Advertising





## Sterling Real Estate Partners Senior Leadership



**MICHAEL BARKER**  
CO-MANAGING DIRECTOR



**DAVID ZEFF**  
CO-MANAGING DIRECTOR



**AMANDA LAVALLE**  
GENERAL COUNSEL



**NICK POTTER**  
CHIEF OPERATING OFFICER



**CHRISTIAN PEREZ**  
CONTROLLER



**LEA ANN SCOFIELD**  
SVP OPERATIONS



**BRYSON HENVER**  
ACCOUNTANT



**RICHARD RYAN**  
PROJECT MANAGER



**MICHELE FILENER**  
OPERATIONS MANAGER



**CHRIS BADE**  
PROJECT MANAGER



**STEVEN ADAMS**  
PROPERTY ACCOUNTANT

**SIERRA RIDGE**  
PROPERTY MANAGER

**THE SOFIA**  
PROPERTY MANAGER

**VILLAS DE AZUL**  
PROPERTY MANAGER



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## STERLING PROPERTY MANAGEMENT TEAM

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**MICHAEL BARKER**

CO-MANAGING DIRECTOR

Since founding Barker Pacific Group in 1983, Michael has directed the development of over \$3.5 billion in commercial projects. His active focus is the acquisition, development and management of residential and commercial property. Over the past three decades, he has organized projects in Los Angeles, the San Francisco Bay area, San Diego, Phoenix, Houston, Miami and San Antonio. Prior to starting BPG, Michael was an officer at Hines where he headed up development of over 4 million square feet of office space in the southwest US. In 2015, Michael and David formed Sterling Real Estate Partners to invest in market rate, value-add multi-family investments throughout the western and southwestern US markets. Michael currently serves as Chairman of the Board for the John Tracy Center, which serves hearing-impaired children. He is also an active member of the Urban Land Institute and Lambda Alpha International. He holds an MBA from the University of Texas at Austin and a BBA from Abilene Christian University.



**DAVID ZEFF**

CO-MANAGING DIRECTOR

David has over 25 years of experience in the acquisition, value enhancement and disposition of institutional and private real estate. Prior to forming Pacific Real Estate Partners in 2005, David was directly responsible for acquisitions and asset management of two privately held real estate investment firms in the San Francisco Bay Area and Western States. David's experience includes the acquisition and asset management of over \$400 million of commercial real estate including office, industrial, retail and single and multi-family properties. In 2015, David and Michael formed Sterling Real Estate Partners to invest in market rate, value-add multi-family investments throughout the western and southwestern US markets. David has a BS in Economics from the University of Arizona and is active in various real estate trade organizations.



**AMANDA LAVALLE**

GENERAL COUNSEL

Amanda M. Lavalle serves as Counsel for Sterling, Barker Pacific Group and BPG Storage Solutions. Amanda manages the due diligence associated with complex commercial real estate transactions; participates in office lease negotiations; drafts/reviews partnership agreements and corporate resolutions; and oversees formation and compliance of numerous entities. Amanda earned her J.D. at Southwestern Law School and is an active member of the State Bar of California. She received her B.A. in English, with honors, from the University of California at Santa Cruz.



**NICK POTTER**

CHIEF OPERATING OFFICER

Nick Potter, BPG's Partner in charge of Capital Markets, oversees all capital raising requirements and financial structuring for the organization across its various real estate investment platforms. He heads up company communications and reporting with shareholders and investors and brings a deep understanding of corporate finance, investment, and strategy to the BPG team. Prior to joining BPG, Potter acted as Managing Director in the Real Estate Group at CIT, where he led a loan origination team, having originated over \$615M in loans. He also managed a portfolio that exceeded \$735M. He formerly served as Vice President in the Commercial Real Estate Group at OneWest Bank, where he was responsible for portfolio management and new loan origination underwriting. Mr. Potter has an MBA and Master of Real Estate Development from the University of Southern California. He received his BS in Finance from Cal Poly San Luis Obispo.



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## STERLING PROPERTY MANAGEMENT TEAM

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**LEA ANN SCOFIELD**

SVP OPERATIONS

Lea Ann has over 10 years of experience in asset and property management. Prior to Sterling, she spent seven years in the Phoenix market working for Greystar Real Estate and Alliance Residential. In 2011, Lea Ann was awarded the Arizona Multi-Housing Association award for Property Manager of the Year for her successful turnaround of a distressed community called The Brittany in Mesa, Arizona. Lea Ann holds an active Arizona Real Estate license and stays involved in the Arizona Multi-Housing Association for continued professional development. Lea Ann was born and raised in Phoenix, Arizona and currently resides in the East Valley.



**CHRIS BADE**

PROJECT MANAGER

Chris has over 8 years of experience in real estate transactions and construction. Prior to joining Sterling Real Estate Partners, he worked with student and traditional multi-family owner-operators covering markets across the nation with a particular emphasis on the southwest and mountain regions. His experience includes the successful acquisition and disposition of over \$200 million of multi-family real estate and overseeing the development of over 110,000 SF of commercial office space. Chris was born and raised in Phoenix, Arizona and has a BS in Economics and in Finance from Arizona State University.



**RICHARD RYAN**

PROJECT MANAGER

Richard has over 25 years of experience focused on maintenance and construction in the apartment industry. He has managed multiple renovation projects and teams of 25 people at multiple locations. Over the last 7 years, Richard has managed in-house renovation teams to maximize value add improvement programs and turnaround situations. He has also implemented important safety and preventative maintenance programs at each site. His portfolio includes \$20M of in-house construction projects. Richard is HVAC and gas pipeline certified. He participated in the Greystar Leadership program and was chosen to mentor and train incoming maintenance supervisors. Most recently, he was awarded Maintenance Supervisor of the year by the Arizona Multi-Housing Association in 2018 for his outstanding work on a \$7M renovation project in Scottsdale, AZ. He was born and raised in Arizona and currently resides in Chandler with his wife and two children.



**MICHELE FILENER**

OPERATIONS MANAGER

Michele has over 12 years of property management experience with Greystar Real Estate Partners. She has experience in all areas of property management, from leasing professional, assistant property manager and managing multiple sites. Since 2014, Michele was part of management transition teams and special situation for properties that required turnaround situations. In 2013, she was selected to be part of the Greystar and Colony American Homes residential management pilot program. She is experienced in most commonly used property management software systems. She has over 7 years of experience in Yardi software training and Yardi support. Michele holds an active Arizona Real Estate license and stays involved in the Arizona Multi-Housing Association for continued professional development. She has lived in the Phoenix area for over 16 years and currently resides in the East Valley.



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## STERLING PROPERTY MANAGEMENT TEAM

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**CHRISTIAN PEREZ**

CONTROLLER

Christian has worked in Accounting/ Finance for the last 19 years (since 1998). He previously worked for Union Development Company, Inc./ Barker Pacific Group as a Financial Analyst where he was responsible for preparing and analyzing financial plans, forecasts and reports for 26 properties ranging from Self-Storage Facilities, Retail and Industrial properties. In this role, he served as audit liaison for the firm's multiple annual audits and coordinated the due diligence process on new Self-Storage Facility acquisitions. He now serves as Controller for Sterling and BPG Storage Solutions portfolio and manages the underwriting process for new Self- Storage acquisitions. Christian graduated from California State University, Los Angeles with a BS in Accounting and a Minor in Economics in 2004.



**BRYSON HENVER**

ACCOUNTANT

Bryson has been in the Accounting/ Finance industry for the last 15 years with over 10 years of experience in Real Estate. Prior to joining Sterling, he spent the last three years helping clients in all facets of Real Estate (investment, development, commercial, single and multi-family) with their accounting/finance/tax needs. From 2008 to 2015, he was the Controller for a Scottsdale Real Estate and Development company overseeing a \$500M portfolio and over 90,000 acres of land.

Bryson has an MBA in Finance and Master's in Accountancy from Grand Canyon University. He received his BS from the W.P. Carey School of Business at Arizona State University in Accountancy. Bryson currently holds an active CPA license.



**STEVEN ADAMS**

PROPERTY ACCOUNTANT

Steven has over 10 years of experience in real estate and hospitality accounting. Prior to joining Sterling, he spent the last three years in property accounting and as a night auditor for various hotels.





# STERLING OWNED PROPERTIES

## SIERRA RIDGE APARTMENTS

Built in 1981, Sierra Ridge Apartments is a 230-unit apartment community conveniently located adjacent to Churchill High School in North San Antonio. The property was owned and managed under the same ownership for the previous 10 years. The unit interiors have not been upgraded, providing a significant opportunity to capitalize on under-market rents by implementing a repositioning and renovation strategy including, increased curb appeal, re-branding, common area renovations, and unit interior upgrades.

Sierra Ridge is a 230-unit apartment complex located in San Antonio, Texas.









## STERLING OWNED PROPERTIES

### THE SOFLA APARTMENTS

The Sofia Apartments is a 111 unit apartment complex located adjacent to Alamo Heights in Central San Antonio. The property has been self-managed for the previous 9 years and offers significant management and repositioning opportunities. The average unit size is 988 square feet and over 60% of the units are 2 bedroom units. The business plan includes re-branding, enhancing the property's curb appeal, interior unit renovations, LED lighting to reduce utilities, institute utility reimbursement program, and implementing professional property management.

The Sofia is a 111-unit apartment complex located in San Antonio, Texas.









# STERLING OWNED PROPERTIES

## VILLAS DE AZUL

Built in 1972, the property was only 75% occupied and a value-add opportunity to reposition and stabilize the property to maximize its value. The property will benefit from repositioning the asset profile by improving the current amenities, enhancing the curb appeal, property renovations, correcting deferred maintenance and operating at market occupancy levels.

Villas de Azul is a 301-unit apartment complex located in Central Phoenix.









# STERLING

## MANAGEMENT COMPANY

### OUR ADDRESSES

#### Scottsdale Office

7114 E Stetson Drive, Suite 360  
Scottsdale, AZ 85251

#### Los Angeles Office

626 Wilshire Blvd., Suite 200  
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