Logo

Stock photo, Mountains majestic type theme – consistent with our logo –

**Below or within the opening picture**

Baranof Holdings is an opportunistic real estate investment firm focusing on value-add and development opportunities in desirable yet institutionally underserved sectors.

**Investment Thesis and Strategy**

**Investment Thesis**

***Strong Fundamentals and an Absence of Institutional Quality***

Invest in opportunities with strong fundamentals but that lack institutional quality approach and participants.

We identified strong fundamentals and large investor appetite for self storage, but current acquisition and management participants were crowded with sophisticated institutional quality investors driving down yield efficient opportunities. However, the self-storage development sector is extremely fragmented and void of institutional investors - largely due to complicated deal execution and small deal size.

***Focused, Hands On Approach to A Few Key Elements***

Identify the select few critical value add components within the opportunity and institute a focused, hands on approach to only those factors, while outsourcing other non-critical value add items to best in class partners.

After identifying self storage development as an opportunity, we identified the critical value add components as site selection and building a team of experts to execute on all phases of the investment

***Attractive In The Short and Long Term***

The opportunity must be attractive in both near term exit and long-term hold scenarios

While we underwrite and plan to hold long-term, we also stress test the investment in a short-term scenario to ensure the investment performs regardless of the market cycles.

**Strategy**

In order to execute our investment thesis, it is critical that we deploy a clearly defined strategy

A specific and measurable Top Down disciplined approach to site/asset selection

Identify and employ best in class partners at both a national and a local level through out all phases of the investment life cycle

An institutional approach to the underwriting of construction or acquisition of yield efficient properties and their subsequent performance

Quickly and clearly communicating the derived asset specific strategic plan to all partners involved

**Portfolio**

Owned / Under Contract / Preliminary Diligence

**Owned**

*Austin, Texas*

Ranch Road 620

11200 Ranch Road 620 Storage is a 601 unit, 72,625 rentable square foot (91,600 sf gross), 100% climate controlled (excluding Boat/RV), state-of-the-art Class A self-storage development located in the NW Austin submarket of Austin, Texas. Construction has begun with completion expected by Q4 2016

Extra Space Self-Storage, the second largest owner of self-storage nationwide and the largest third-party manager, will manage RR 620 Storage.

Walden Park

Walden Park Self-Storage is a 709 unit, 75,375 rentable square foot (101,645 sf gross) 100% climate controlled state-of-the-art Class A self-storage development located in the NW Austin/Cedar Park submarket of Austin, Texas. Construction has begun with completion expected by Q4 2016

Extra Space Self-Storage, the second largest owner of Self Storage nationwide and the largest third-party manager, will manage Walden Park Self-Storage.

*Portland, Oregon*

I-84

I-84 & 60th Self-Storage is an 868 unit, 84,568 rentable square foot (115,438 sf gross) 100% climate controlled state-of-the-art Class A self-storage development opportunity located in the NE submarket of Portland, OR along Interstate 84. Construction will begin in Q1 2016 with completion expected by Q4 2016

Extra Space Storage, the second largest owner of self-storage nationwide and the largest third-party manager, will manage I-84 & 60th Self-Storage.

**Under Contract**

*Raleigh, North Carolina*

Glenwood Avenue and Lynn Road

Capital Blvd in Glenwood South

*Seattle, Washington*

15th Street in Interbay

*Portland, Oregon*

Fisher’s Landing in Vancouver, Washington

**Preliminary Diligence**

*Southern California*

*Washington DC*

*Minneapolis*

*Nashville*

**Team**

**Andy Hendricks – Managing Partner**

Mr. Hendricks is a co-founder of Baranof and focuses on all sourcing and transaction executions to ensure the sites fit within the investment thesis. Mr. Hendricks has extensive experience sourcing, transacting, and developing real estate across multiple asset classes.

Previously, Mr. Hendricks served as the Director of Acquisitions and Development for Rosewood Property Company, a large family office also based in Dallas, TX. As Director of Acquisitions, Mr. Hendricks was responsible for sourcing new acquisitions opportunities, monitoring all JV development projects (prior to stabilization) and presenting new business opportunities. Mr. Hendricks also served on the Rosewood Investment Committee, where he was responsible for overseeing investments in Oil & Gas, Private Equity, Public Equity, as well as Real Estate. While with Rosewood, Mr. Hendricks completed over $500 million in acquisitions both in value-add as well as JV development across product types including office, industrial, multi-family, retail, mixed-use, land, data-center and Self Storage. At the time of his departure from Rosewood, Mr. Hendricks was heavily involved in the development of 10 class A self storage investments in different markets across the country. Prior to joining Rosewood, Mr. Hendricks served as an acquisition associate for Behringer Harvard Opportunity & Core funds, where he completed over $2.5 billion in real estate transactions across multiple property types.

**Andrew Aiken – Managing Partner**

Mr. Aiken is a co-founder of Baranof and focuses on all operational elements to ensure the process of sourcing, transaction execution, construction, and asset management is efficient. Mr. Aiken has extensive experience managing the investment life cycle for a variety of private investments.

Prior to founding Baranof Mr. Aiken invested in and asset managed a variety of operating businesses and real estate assets on behalf of investor groups ranging from family offices to institutional investors. Previously Mr. Aiken was a Director of Acquisitions and Development for ClubCorp Inc., a KSL Capital Portfolio Company and a Director at an investment affiliate of The Carlyle Group.

Andrew received a BBA in finance from Southern Methodist University, where he was a Hunt Scholar.

**Contact**

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