



The SVN Difference

The Opportunity

SVN | CREATE can serve as the Property Manager for office, retail, and industrial buildings as well as Homeowner Association properties. We provide administration, oversight, accounting and facility maintenance expertise driven by a consistent, reliable and proven approach.

Property Management, Accounting & Administration

SVN | CREATE combines the benefits of deeply experienced leadership, highly skilled asset management professionals and our strong and productive affiliation with local contacts. We combine institutional quality leadership with the personal attention, thoughtful oversight and responsiveness of an experienced real estate services firm.



OUR PROVEN TRACK RECORD OF SUCCESS IS DRIVEN BY:

- 1) Taking time to understand and document our client's property, goals, and environment.
- 2) Providing exceptional technology, reporting systems, and procurement resources.
- 3) Setting forth performance standards and time frames for vendors and contractors.
- 4) Providing the highest level of team member training and support to meet the client's goals and objectives.

SERVICES INCLUDE, BUT ARE NOT LIMITED TO:

- 1) Collect rent, fees, dues and other funds required for services from Tenants and Owners.
- 2) Review for accuracy, approve, and pay all vendors, contractors, and service provider invoices for the property.
- 3) Provide monthly and annual financial reports.
- 4) Efficiently and professionally respond to all questions, maintenance requests, and administrative issues.
- 5) Provide on-site supervision and maintenance solution expertise.
- 6) Ensure compliance with property rules and regulations.
- 7) Prepare and oversee the monthly and annual budgets.
- 8) Project and construction management.

WE KNOW MANAGEMENT

Our team will evaluate and develop programs to stabilize performance in the short-term and then get to work to implement strategic and creative plans to improve long-term performance. Our team has managed millions of square feet representing a majority of all asset classes in the commercial world. We understand first-hand the unique challenges of property management and apply a strategic approach to operations while reducing costs in order to maximize value.

A BEST-IN-INDUSTRY PLATFORM

We know the best decisions are made when real-world experience is paired with real-time data. We've invested in an industry leading technology and reporting platform to collect, analyze and report information so important decisions can be made in a timely manner. Reporting will be consistent in format and timeliness.

This platform includes portals for tenants, homeowners, and owners to access real-time information, submit requests, process payments, access documents and much more!

NIMBLE TEAM WITH AN OWNER'S MINDSET

We approach every assignment with the same attention and care we would as if we were it's owner. This means aligning your goals and strategies with our management expertise to deliver the best results for your property. Then, we act quickly to take advantage of opportunities and tackle challenges. We are proud of our track record of success, born from long-term relationships and consistent results that exceed our clients' expectations.

PROPERTY ENVIRONMENT

You can count on the SVN | CREATE team to develop the right strategy for your property. We will leverage our relationships and knowledge with our local expertise to create a high-quality environment. This is balanced and managed through an operating budget, property evaluation and team assessment. From there, we develop the customer service standards, maintenance programs designed to maximize convenience, comfort and property value.

MEET THE TEAM



Kayla Verdugo

Director of Property Management

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Kayla has over 10 years of experience in Commercial Real Estate and comes to SVN | CREATE from the Management Team at the 801 Grand Building in downtown Des Moines. Kayla has managed multiple retail, office, and industrial properties in Iowa, Illinois, Indiana, and Florida. Over her career her roles have expanded into marketing management and project management. She has a proven record of building efficiencies, process improvement, and building strong tenant and client relationships and satisfaction. With SVN, Kayla will work to ensure our clients opportunities to increase their margins, create energy efficiency through sustainability solutions and manage risk with the use of best-in-class technology and customizable financial reporting. Kayla joins the 10th largest management firm in America with over forty million square feet of commercial properties and twenty thousand units of multifamily under management.



Tonya Berkland

Accounting Specialist

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Tonya joined the SVN | CREATE team in January 2023 as the Accounting Specialist. She brings with her over 30 years of relevant experience to the organization. She has excelled in positions of accounting, finance, and business management. This also includes owning and operating her own successful I.T. Consulting startup company for 15 years. This experience has given her an entrepreneurial mindset as well the skills needed to thrive in the dynamic Commercial Real Estate and Property Management environment. Tonya is an excellent team player with an unparalleled attention to detail. Her upbeat and positive personality is a true asset to the team as she works behind the scenes. She upholds the company values to support the continued growth and success of SVN | CREATE.



Jordan Baird

Facilities Manager

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Jordan has over 10 years of experience in building/property maintenance and joined SVN | CREATE as a Facilities Manager. He had served as a building engineer at the 801 Grand Building in downtown Des Moines for over 7 years. From his time at 801 Grand he acquired skills in areas of HVAC, plumbing and electrical work. Jordan comes from a client-based background of a personal trainer and is driven to help properties excel in all mechanical issues. Outside of work, he is from a farming family and understands the value of hard work done in a timely manner. He upholds the company values to support the continued growth and success of SVN | CREATE.

MEET THE TEAM



Eric Johnson

Facilities Manager

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Eric has over thirteen years of experience in building maintenance and joined SVN | CREATE as a Facilities Manager. Eric has served as the Maintenance Manager for many associations including 111 City Lofts and Hubble/Indigo Living. He has also served as Golf Director for numerous golf clubs/courses in Texas and Iowa. Eric is experienced in overall maintenance of building structure, operating systems, grounds maintenance, mechanical systems, project/construction management, and is a licensed CPO (Certified Pool Operator). He upholds the company values to support the continued growth and success of SVN | CREATE.



Richard R. Clark

Managing Director

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With more than 20 years of experience in commercial construction and real estate development, Rich has grown a network of strong relationships by taking a team-based approach to his projects. After receiving a Bachelor of Science in Construction Engineering from Iowa State University, Rich started his career in Des Moines, IA with a local contractor/developer. With his visionary perspective and entrepreneurial mindset, he started PDC Partners in 2005 to assist clients in navigating the challenges of the construction and real estate industry. Rich's portfolio of development properties includes projects with large corporate clients and small private businesses in nine states throughout the U.S. His success in the industry has been defined by carefully listening to his clients' goals and translating them into a plan that delivers a successful project with exceptional attention to detail and personal service.



Heath Bullock

Managing Director

CCIM, SIOR

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Heath is approaching his twentieth year in the Commercial Real Estate Industry with experience in all disciplines including retail, office and industrial product. After over fourteen years with CBRE's local affiliate Heath was selected as JLL's Iowa Markets Leader to develop a brokerage team located in Des Moines. In 2017, Heath ventured out to open his own commercial real estate firm. Heath is actively involved in consulting, development and transactional work throughout the state of Iowa. Heath brings an extensive knowledge base and numerous client relationships from his experience with corporate real estate, large firm platforms, SIOR Network and the local business community. Past achievements include over thirty production awards and acknowledgements from past brokerage relationships and the Greater Des Moines real estate and business community. Most recently Heath and his team joined the SVN brand joining forces with over 200 offices in 500 markets.

AS MEMBERS OF THE SVN SHARED VALUE NETWORK, WE EACH COMMIT TO DO THE FOLLOWING:

SVN Core Covenants

A company's core values provide clarity on what is truly important for organizational success, personal and professional conduct, and what to expect from each other. At SVN, our Core Covenants personify our values and culture, setting us apart from the competition.

1

Create amazing value with my clients, colleagues and communities.

2

Cooperate proactively and place my clients' best interests above my own.

3

Include, respect and support all members of the commercial real estate industry.

4

Honor my commitments.

5

Personify and uphold the SVN brand.

6

Resolve conflicts quickly, positively and effectively.

7

Take personal responsibility for achieving my own potential.

8

Excel in my market area and specialty.

9

Focus on the positive and the possible.

10

Nurture my career while valuing the importance of family, health and community.

The SVN® Brand

The SVN brand was founded in 1987 out of a desire to improve the commercial real estate industry for all stakeholders through cooperation and organized competition.

The SVN organization is comprised of over 1,600 Advisors and staff in 200+ offices across the globe. Geographic coverage and amplified outreach to traditional, cross-market and emerging buyers and tenants is the only way to achieve maximum value for our clients.

Our proactive promotion of properties and fee sharing with the entire commercial real estate industry is our way of putting clients' needs first. This is our unique Shared Value Network® and just one of the many ways that SVN Advisors create amazing value with our clients, colleagues and communities.

Our robust global platform, combined with the entrepreneurial drive of our business owners and their dedicated SVN Advisors, assures representation that creates maximum value for our clients. This is the SVN Difference.





Core Services

SVN Core Services

- SALES
- LEASING
- CAPITAL MARKETS
- CORPORATE SERVICES
- PROPERTY MANAGEMENT
- TENANT REPRESENTATION
- ACCELERATED SALES/AUCTIONS

SVN | CREATE provides local and institutional clients with highly customized and professional real estate services. We are a national real estate services company providing best-in-industry services spanning property management, acquisitions, construction and development management, corporate lease administration, and leasing and investment sales brokerage services.

SVN | CREATE benefits from the SVN International Corp. (SVNIC) network of over 200+ local offices serving over 500+ different markets, comprising more than 1,600 commercial real estate professionals. Through this affiliation, SVN | CREATE brings to bear award-winning technology, creative marketing programs, and a culture of compensated cooperation that provides our clients with unparalleled real estate investment results.

SVN | CREATE's management mandate is to provide our clients with thoughtful, efficient, and proactive real estate services. We do this by attracting the best professionals in the markets we serve, directly aligning our business interests with our clients and actively seeking ways to improve our clients positions in their owned assets.

The SVN | CREATE History

SVN | CREATE was launched in January 2019, making a bold move to join the global brand of SVN. Backed by experienced brokers, advisors, and managers, the firm has been steadily increasing its market share within Iowa. With a team of two Managing Directors, Transactional Advisors, Property Managers, Accountants, and Facility Managers, SVN | CREATE offers a diverse range of skills for seamless client experiences. Focused on specialization, the team excels in acquisitions, dispositions, market insights, and creative problem-solving. This approach positions SVN | CREATE for continued success and a strong industry presence.

“We **CREATE** opportunities and wealth through strong relationships.”

