

# REAL ESTATE 101

## Factors That Drive Value

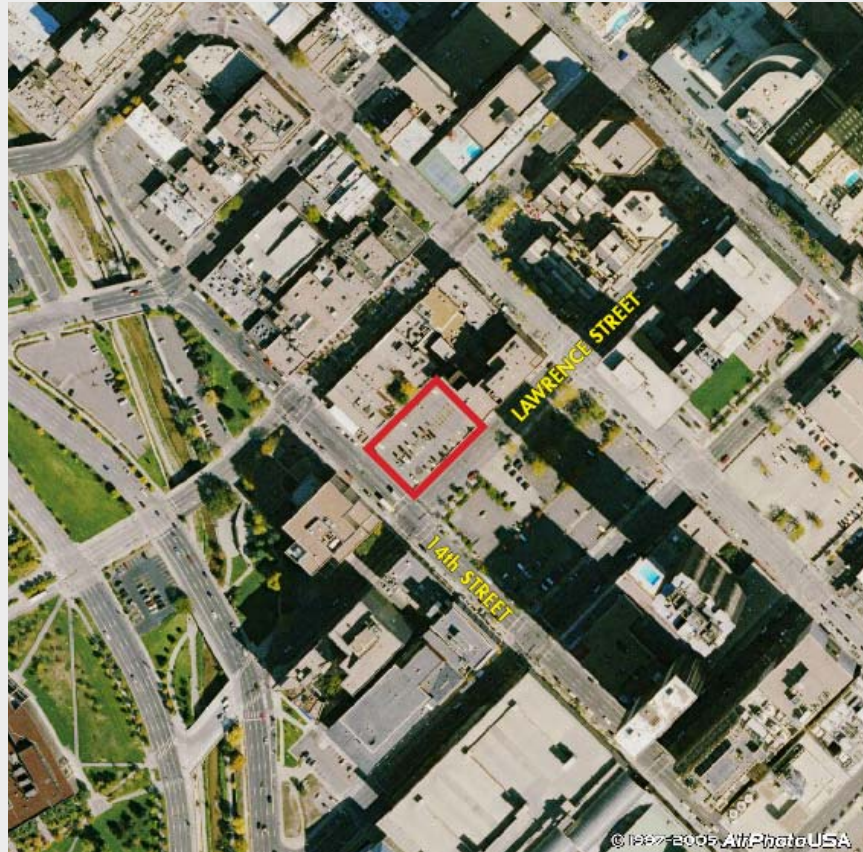
- Economy – Local & National
- Real Estate Cycle



# Great Gulf Group – 1401 Lawrence



Source: Architects Alliance & Great Gulf Group



\$350 vs. \$500



**FREDERICK ROSS COMPANY**  
COMMERCIAL REAL ESTATE SERVICES

*Superior knowledge.  
Proven results.*

# Broadway Station at Broadway & Mississippi



Source: Frederick Ross Company



\$20 vs. \$40



**FREDERICK ROSS COMPANY**  
COMMERCIAL REAL ESTATE SERVICES

*Superior knowledge.  
Proven results.*



# Red Rocks Centre



\$0.00 vs. \$44 million

**RED  
ROCKS  
CENTRE**



**FREDERICK ROSS COMPANY**  
COMMERCIAL REAL ESTATE SERVICES

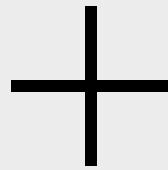
*Superior knowledge.  
Proven results.*

# Factors That Drive Value: A Complete Perspective

■ Usage

■ Trends

■ Timing



■ Economy –  
Local & National

■ Real Estate Cycle



**FREDERICK ROSS COMPANY**  
COMMERCIAL REAL ESTATE SERVICES

*Superior knowledge.  
Proven results.*