



*you're real estate compass.*

Crossroad Ventures Group was formed to provide clients with the highest-level single point of contact services through development, Commercial/Residential and project management and property management services. We are here to serve you. We are a full service real estate company, combining over 100 years experience with a unique platform of specialized services. We are your real estate compass.



**CROSSROAD**  
VENTURES GROUP

#### MORE ABOUT THE COMPANY

We are results-oriented, with a proven track record of success. Our statement of qualifications speaks for itself. We have the experience and unique background to provide our clients with a special single point of contact service. Crossroad Ventures Group will be your end to end solution.

Crossroad Ventures Group, Inc.  
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AN OVERVIEW OF OUR SERVICES

*Brokerage/Transaction  
Management*

# BROKERAGE OVERVIEW

## HIGHLIGHTS

We can view the transaction from the perspective of a Buyer, a Seller, an Investor, a Developer, a Landlord and a Tenant all at once, allowing us to structure creative solutions to the greatest benefit of our clients.

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*Our transaction specialists have disciplined processes in place to analyze your space needs, manage the selection process, and weigh the many variables against the business goals you've defined.*

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Proprietary tools such as Lease Vs. Buy analyses combined with up-to-the-minute market knowledge allows Crossroad Ventures Group to quickly and effectively compare potential properties, and give critical advice on the best decision. We are a commercial real estate services company with a customer-service oriented approach to brokerage. Our goal is our clients success.



Jim Esway, Owner/CEO, Crossroad Ventures Group, Inc.

# TRANSACTION MANAGEMENT

**Strategic Planning** – We'll make sure we understand your business goals, and what drives them. Then, in the context of these goals, we'll work with you to formulate a real estate strategy to meet them.

**Market Study** – We'll consult with your key people about your space requirements, and based on our findings, we'll identify the various buildings that fit your criteria and budget.

**Tours** – Once we've identified potential options, we'll visit each one, so you can freely discuss the pluses and minuses of each. We put clients in new space every day, and we can tell you about all the intangibles beyond rental rates and lease terms.

**Feasibility Planning** – We'll help you determine which spaces lend themselves to the configurations you have in mind.

**Landlord RFPs** – We'll solicit offers from the various landlords, including cost, amenities, tenant allowances, and any incentives that might sweeten the deal.

**Financial Analysis** – With offers in hand, we'll assess each proposal from a financial standpoint, monetizing the various terms and arriving at a recommendation so that you get a true comparison of all costs associated with each option.

**Offer Negotiation** – Once the offers are on the table, we conduct the actual negotiation, using detailed market knowledge to add to your leverage.

**Lease Negotiation** – We have both the experience and the market information to help you and your team negotiate the best possible lease.

# TESTIMONIALS

## LAWSON STUART'S TESTIMONIAL

*In 2008-2009, we engaged Corey Colman and Jim Esway of Crossroad Ventures Group to help us evaluate our options at the end of a 10-year lease for our college campus education and administrative headquarters facilities. They took a comprehensive approach to addressing our needs, beginning with arranging a professional analysis of our current space utilization, which concluded that as much of 22% of the location was being under-utilized. From there, we all had a better understanding of the amount and type of space that would be required to address our current and future needs. Once that was determined, they researched the local area market and identified several viable property alternatives, which we toured and considered. Still, our decision was going to be difficult, as there were so many other factors to be evaluated. Upon request, and without any further cost, they developed and presented an extremely thorough move vs. stay cost analysis. What initially looked like a clear decision to move and relocate, upon a more in-depth review, in fact became the less favorable option. With both hard and soft costs factored in, remaining in our present location, working to renew our lease, and re-design our space for optimal utilization turned out to be the better option.*

*At that point, we embarked upon what we expected to be a very difficult negotiation with a building owner that had changed property managers nearly a dozen times during our previous 10-year term. We were well aware that poor property and building management had cost us tens of thousands of dollars during the first term, and we were not anxious to repeat that experience. Corey and Jim provided very good and knowledgeable insights and helped us develop new lease language designed to protect us against such problems in the future. Further, they were instrumental in negotiating the dismissal of nearly \$70,000 in related building operating costs that were due and payable at the time of our renewal.*

*The entire experience was excellent. They were always timely and often served as the impetus to drive the project along and keep it on schedule. They made a difficult process easy for us and as a result, we are looking forward to 10 more years in our current location. After many remodeling changes, we will be better served for years to come. I greatly appreciated the opportunity to work with men of integrity, where a handshake and their word is more than enough. I highly recommend them to anyone involved in a commercial real estate project or transaction - the services provided go far beyond simple brokerage.*

LAWSON STUART, EXECUTIVE DIRECTOR, ACADEMIC PROGRAMS  
NATIONAL COLLEGE OF TECHNICAL INSTRUCTION

For more testimonials, visit us online at:  
[crossroadventures.net/testimonials](http://crossroadventures.net/testimonials)