

# HDC

## HAIDER DEVELOPMENT CORPORATION

REAL ESTATE DEVELOPMENT . CONSULTING . CAPITAL FORMATION

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### **PROFILE**

**WE DELIVER: *SINGLE SOURCE ACCOUNTABILITY – TURNKEY PROJECTS***

### **CONTACT**

**SAL A. HAIDER**

**HAIDER DEVELOPMENT CORPORATION**

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Haider Development Corporation (“HDC”) is a fully-integrated real estate acquisition, development, project financing, and asset management firm with significant experience in capital formation and value creation/enhancement. Founded in 1999, we provide our venture partners (or alternatively our consulting clients) single source accountability and turnkey real estate investment solution in all phases of real estate investment.

We specialize in mixed-use developments with a special focus on hotel, resort, shared ownership (fractional and timeshare), whole ownership condominium, and medical office building realty.

## **OUR BELIEFS**

### **PHILOSOPHY**

Our philosophy emphasizes ethics, objectivity, and accountability in our relationships with our venture partners, clients and strategic partners. We believe that:

- real estate development and investment is an investor-developer partnership and that quality real estate projects requires integrating the perspectives of community, environment, and economics;
- most efficient method of providing real estate services to our clients/venture partners is through Single Source Accountability while turnkey development is the most efficient method of product delivery; and

our chosen methodology allows teamwork with our strategic partners, consultants and advisors and sharing of knowledge, resources and extensive professional experiences with one another to the betterment of the project.

### **OBJECTIVE**

Our objective is to maximize value for our venture partners (and alternatively, for our consulting clients), as well as for the communities in which we operate, through cautious, meticulous and comprehensive acquisition, development and management of assets; and to provide the skill set multiplier benefits to our clients and venture partners gained from our Single Source Accountability and turnkey product delivery methodology.

## **ANALYTICAL SOPHISTICATION**

Any sound investment strategy requires the highest quality analytics and research. Market and financial feasibility studies are a critical component. We believe that in today's intensely competitive, highly segmented markets requiring capital-intensive investments, early preparation of a comprehensive consumer preference-attitude and demand research is imperative to facilitate decision-making.

In addition to our own capabilities of conducting comprehensive market and financial feasibility studies, we have developed a Strategic Partner relationship with one of the nation's leading consumer marketing and research firm which periodically conducts demographic, psychographic research as well as focus groups and surveys, and can prepare a specifically targeted research for the under consideration project.

Our principals and associates are well trained in the same real estate financial structuring and modeling used by major real estate investors and financial institutions.

## **INVESTOR INVOLVEMENT**

We appreciate an active venture partner or client versus passive, particularly when the venture partner or the client possesses the ability to add value through their unique skill set and market knowledge. Venture partner or client involvement improves the quality of work providing increased flow of information between the two thus increasing feedback, increased transparency, and building venture partner or client trust.

## **ABOUT HDC**

### **OUR SERVICES**

HDC can assist its venture partners (or alternatively its consulting clients) in providing a full range of development services including:

- preparation of business plan with financial, marketing, strategic, tactical and implementation plans;
- identification and sourcing of new transactions for acquisition, development, and re-structuring introducing third party debt/equity financing with turnaround

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strategies;

- preparation of due diligence, project cost estimating, various levels of budgeting and pro forma development, and sophisticated financial analysis to determine economic viability;
- preparation of a thorough consumer marketing research by (a) evaluating economic, demographic and psychographic profiles and attitudes-needs-wants to identify the target market, and (b) preparation of consumer demand analysis including evaluation of historic consumer data/trends employing sophisticated survey techniques and focus groups to identify future market trends;
- project development management providing turn-key product delivery in all phases: (a) entitlements, (b) design, (c) pre-construction, (d) bid-out, (e) construction and (f) post construction;
- creation of a capital structure, obtaining debt/equity project financing, preparation of loan packages, negotiations with the lenders, loan closing, subsequent construction loan draws and continuing lender relationship; and providing on-going asset management through the asset hold period.

### **DELIVERY**

Most of the transactional and project development management services are provided by HDC through its own principals and associates however other turnkey services are provided through third party expert service providers. In this regard, HDC has developed strategic partnerships with major design, general contracting, quantity surveying, construction management, and marketing firms to facilitate prompt, cohesive and uninterrupted delivery of real estate development and marketing services.

These strategic partners have past working experience with each other resulting in higher efficiencies; improved communications thus, reduced errors providing a true force multiplier to the benefit of the project ownership. Through our industry contacts and knowledge we can assemble teams to undertake one or more projects on a short notice.

## **EXPERIENCE**

HDC's expertise is a product of its direct involvement in developing a significant project on its own account and providing exclusive consulting services to major corporate clients coupled with prior experience of its principal and associates.

Sal A. Haider, HDC's founder and president, brings 34 years of real estate acquisition, development and structured finance experience to the table, through his experience in leading real estate activities for major corporations and his direct involvement in sizeable real estate transactions as (a) Executive Managing Director (CEO) Hotels Business Unit, Majid Al Futtaim Properties, Dubai; (b) Senior Vice President, Head of Mixed-Use Business Unit, Majid Al Futtaim Properties, Dubai; (c) Senior Vice President of Cerberus Capital Management, L.P., New York City; (d) President of Active Real Estate, New York City; (e) Chief Development Executive of Hilton Grand Vacations Company, Orlando; (f) Senior Vice President of Universal Medical Buildings, Milwaukee; and (f) Senior Director of Development for Holiday Inns, Inc., New York City and Alexandria, VA.

Mr. Haider has played pivotal roles in helping major corporations and substantial entrepreneurs find, analyze, plan, finance, build and sell or lease hotels, resorts, condominiums and office buildings with a combined worth of over \$2.0 billion and \$540 million in structured finance transactions. He has a diverse experience in hotel, timeshare, condominium, medical office building, and large planned development realty; hotel operations; and real estate financing, investment and strategic planning. He has been directly involved in the creation and subsequent management of three major real estate based businesses.

A few typical examples include:

	<b>Shared Ownership Resorts</b>	<b>Project Cost</b>
1	Orlando, FL	\$120,000,000
2	Miami Beach, FL	15,000,000
3	Las Vegas I, NV	56,000,000
4	Las Vegas II, NV	65,000,000
5	Honolulu, HI	90,000,000
	<b>Luxury/Upscale Hotels</b>	<b>Project Cost</b>
6	Kempinski, Dubai - Renovation	\$150,000,000
7	Pullman, Dubai - Renovation	75,000,000
8	Manhattan, NY - New Develop	\$274,000,000

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9	Washington, D.C. - New Develop	56,000,000
10	Edison, NJ - New Develop	21,000,000
11	Fort Lee, NJ - New Develop	23,000,000
12	Landover, MD - New Develop	14,000,000
13	Pittsburgh, PA - New Develop	21,000,000
14	Philadelphia, PA - Acquisition	24,000,000
15	Hartford, CT - Acquisition	14,000,000
	<b>Office Buildings</b>	<b>Project Cost</b>
16	Elk Grove Village, ILL - New Develop	\$14,000,000
17	Kansas City, KS - New Develop	12,000,000
18	Cincinnati, OH - New Develop	8,000,000
19	Woonsocket, RI - New Develop	7,000,000
	<b>Whole Ownership Condominiums</b>	<b>Project Cost</b>
18	Clearwater, FL - New Develop	\$48,000,000
19	Waterfront, Bahrain - Pre-Construct	TBD
	<b>Large Planned Development Master Planning, Design, Budgeting, Cost Estimating, and Bidding</b>	<b>Project Cost</b>
19	Orlando, FL	\$400,000,000
20	Beirut, Lebanon	1,500,000,000
21	Damascus, Syria	2,000,000,000
	<b>Corporate Trading and Structured Finance Transactions</b>	
21	Multiple transactions with major corporate clients.	

## CAPABILITIES

### Business Planning and Implementation

- Strategic and Tactical Planning
- Financial Planning including pro forma, capital structuring, and transactional analysis
- Investment Strategies and Sensitivity Analyses
- Development Plans
- Marketing Plans including marketing research (i.e. economic, demographic and psychographic studies; historical trends, sophisticated consumer surveys and focus groups to determine market demand and the target market)

### Re-structuring and Turnaround

- Evaluate Complex and Financially Distressed Real Estate Assets

- Provide Problem Identification and Strategic and Tactical Alternatives
- Develop Turnaround Strategies Based on New Business Plan

### **Acquisition and Development**

- Identification/Sourcing of Acquisition candidates
- Site Selection
- Market and Financial Feasibility Studies
- Project Planning, Zoning and Entitlements
- Transaction Structuring
  - Financial and Legal Structures
- Contractual Negotiations and Documentation
  - Negotiating Management Agreements
  - Negotiating Other Types of Project Related Agreements (Purchase and Sales Agreements, Leases, City/County Development Agreements, Architectural and Design Services Agreements)

### **Project Financing (Debt and Equity)**

- Lender Identification
- Preparing Lender Packages
- Creating Financial Structures
- Negotiate and Document Lender Transactions and Maintain Lender Relationships
- Close Transactions, and Prepare and Manage Construction Loan Draws

### **Development/Project Management**

- Provide Turn-Key Product Delivery Service
- Obtain Entitlements/Permits/Other Governmental Approvals
- Manage Pre-Construction Activities
- Manage Construction Activities
- Manage Post Construction Activities

### **Asset Management**

- Developing and Maintaining Relationships with Deal Intermediaries, Financial and Investment Community, Existing and Potential Joint Venture Partners
- Perform Owner's Representative Functions Including Overseeing the: (a) Property Manager, (b) Preparation of Budgets, (c) Maximization of Asset Performance, (d) Capital Replacement Budgeting and Expenditure, and (e) All Venture Financial Reporting and Administration
- Provide Periodic Financial and Management Reports to the Investors

### **Consulting and Advisory Services**

- HDC will Provide Consulting and Advisory Services to its Selected Clients in all Real Estate Related Areas.

## **MANAGEMENT**

Our corporate scholarship is a consequence of over 33 years of acquisition, development, project financing, marketing and sales, and real estate consulting experience brought to the table by the principal of HDC. Sal A. Haider brings to the firm years of hand-on experience, wisdom, prudence, and common sense, learned both in the classroom and in the field. This “intellectual capital” has made possible some of the best executions of property acquisition, development, and asset management fundamentals, and induces the strength and confidence to reach even higher.

## **STRATEGIC PARTNERS**

Our Strategic Partners are some of the most experienced firms within their area of expertise. The critical aspect of any firm providing services in the real estate industry is the hand-on-knowledge, educational qualifications and experience of its principals. Due to the labor-intensive nature of our business, employees in teams and studios, which are managed by the respective firm's principals, perform most of the work. Having a strong middle and lower level staff who are not only technically qualified but actually have years of working experience on multiple projects in the same industry is the key to having a successful development team.

The principals and the second/third tiers of employees at the Strategic Partner firms have hundreds of years of combined experience on projects around the world. Their experiences and attention to detail is what keep projects within budget and on schedule.

Our chosen methodology of having Strategic Partners who are the proven experts in their field allows efficient teamwork within the development team, consultants and advisors and sharing of knowledge, resources and extensive professional experiences with one another to the benefit of the project.

**WEBSITE**  
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### **SAL A. HAIDER**

FOUNDER AND PRESIDENT



Sal Haider is the founder and president of Haider Development Corporation ("HDC"). He is a senior level real estate executive and entrepreneur experienced in leading billion dollar organizations' growth and long-term asset value enhancement. Achieved verifiable success in creating and delivering outstanding real estate investment strategies and timely execution as a "Turn-Key" developer of multi-segment real estate products (hotels, resorts, residential condominiums, timeshares/fractional, office buildings) and significant mixed-use master planned developments. Talented in building companies from ground up and identifying value acquisition targets in diverse markets and economic cycles. He has excelled as a motivator of people and manager of large teams, a transaction manager, negotiator, deal closer; and has delivered projects within budget and timeline.

During a 33-year career he has completed USD 2.0bn in construction projects; USD 540mn in structured financing transactions; and created strong project development pipelines. He has held key positions with companies such as:

- ❑ **Gulf Finance House** (one of the Middle-east's premier Bank); Senior Executive Director Real Estate Development. (6 months – Manama, Bahrain).
- ❑ **Majid Al Futtaim Properties** (one of the largest Middle-east developers); Executive Managing Director (CEO) of its Hotels Business Unit, asset managing a \$1.7 billion portfolio and developing circa USD 1.0 billion new developments. (4 years – Dubai, UAE)
- ❑ **Cerberus Capital** (one of the world's largest private equity firms); SVP of Southeastern U.S., developing mixed-use projects. (2 years – New York, USA)
- ❑ **Haider Development Corporation** (Founder/Owner); on personal account developing and selling residential condominiums. (6 years, Florida, USA)
- ❑ **Active International** (largest Corporate Trading company in the world); as President establishing and managing its Active Real Estate group. (2 years – New York, USA)
- ❑ **Hilton Grand Vacations Company** (resort division of Hilton Hotels Corp.); as Chief Development Officer. (7 years – Florida, USA)
- ❑ **Universal Medical Buildings, LP** (premier medical office buildings developer); as Senior Vice President, Development. (2 years, Wisconsin, USA)
- ❑ **Holiday Inns, Inc.** Senior Director of Development, developing Crowne Plaza and Holiday Inn hotels. (9 years, Washington D.C. USA)

He also served as the Adjunct Associate Professor of Real Estate Finance at The George Washington University's MBA Program and The American University.

Sal Haider received an MBA from Michigan State University and a Bachelor of Science degree from Moorhead State University. Throughout his career he has received many honors and awards from his alma mater and employers. He has been affiliated with several real estate organizations and currently maintains membership in alumni associations and many industry organizations. He is married with two children.