

STEVEN A. WILLIAMS

(424) 304-3200 • steven@avenueirealestate.com

TECHNOLOGY AND REAL ESTATE PROFESSIONAL

Experienced professional with extensive expertise in analytical strategies, strategic planning, and transactional operations across the technology and real estate sectors. Known for strong business acumen and the ability to effectively manage multiple priorities while meeting tight deadlines. Highly organized, detail-oriented, and self-motivated, with excellent problem-solving, decision-making, and interpersonal skills. Exceptional verbal and written communication abilities complement a results-driven and innovative approach.

AREAS OF EXPERTISE

- Advisory
- Budgeting
- Financial Modeling
- Forecasting
- Negotiation
- Relationship Development
- Relationship Management
- Research
- Trend Analysis
- Valuation Analysis

PROFESSIONAL EXPERIENCE

Principal

Avenue I Holdings Inc., Redondo Beach, CA

November 2017 to Present

Provide overall leadership for a real estate brokerage and land use consulting firm, driving financial success through the achievement of revenue, profit, and market share goals. Develop and execute strategic plans to oversee daily operations, cultivate new business opportunities, and establish the firm's regional brand presence. Serve as Broker of Record, ensuring compliance, maintaining licenses, and approving contracts, listings, and expenses. Recruit, train, and mentor agents while fostering a culture of accountability and professional growth. Represent the firm as a market expert and spokesperson in the real estate and business community to enhance its reputation and client satisfaction. Manage human resource functions, including talent acquisition, policy enforcement, and workflow optimization, while overseeing financial operations such as budgeting, cash flow management, and profit center oversight. Lead meetings, communicate strategic goals, and guide key business decisions to drive organizational success.

Project Director

SLS DevCo Inc., Los Angeles, CA

June 2011 to October 2017

Directed the Project Management Team for a nationwide office and retail real estate development company. Analyzed demographic data, market conditions, property reports, and land use regulations to create comprehensive site evaluation studies. Identified and secured opportunities with expanding and relocating tenant concepts, negotiating and finalizing purchase contracts and lease agreements. Managed the coordination of architectural and engineering plans, securing entitlements and permits to advance development projects. Maintained project calendars to track critical construction and tenant improvement milestones, collaborating with architects, engineers, and contractors to address and resolve construction challenges. Conducted property management tasks, including preparing lease abstracts, maintaining rent rolls, generating and distributing invoices and delinquency notices, supervising vendors, and compiling detailed monthly, quarterly, and annual operating expense reports and reconciliations.

Sr. Associate

Beitler Commercial Realty Services Inc., Los Angeles, CA

September 2006 to May 2011

Served as a sales and leasing specialist, assisting buyers, sellers, landlords, and tenants throughout Southern California. Transactional history included landlord representation assignments totaling over 450,000 square feet of retail space and tenant representation for concepts such as Farmers Insurance, Little Caesars Pizza, The UPS Store, Wingstop, and Yogurtland. Conducted market surveys and demographic analyses to determine optimal offering prices, tenant concepts, asking rents, and buyer/tenant concessions. Prepared and presented financial models and reports, including property proformas, cash flow statements, NPV analyses, and ROI analyses. Developed and executed strategic marketing plans, performed due diligence to assess buyer/tenant financial strength and creditworthiness, and negotiated and finalized sale and lease terms, including purchase contracts and lease agreements.

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Sr. Research Analyst

Cushman & Wakefield Inc., Los Angeles, CA

May 2002 to August 2006

Served as a key member of the Southern California research and analysis team for a global commercial real estate firm. Managed and coordinated the production of statistical reports and research deliverables to support client needs, brokers, Senior Management, and media inquiries. Collaborated across all service lines within the firm and engaged with external stakeholders, including chambers of commerce, local economic development offices, and planning and zoning departments, to gather and validate market activity data. Maintained and updated historical statistic archives while conducting quarterly reviews of markets and submarkets to ensure comprehensive market knowledge and statistical accuracy. Authored quarterly statistical and analytical reports for wide distribution and presented timely market insights at branch sales meetings, industry conferences, and client meetings.

Director, Southern California Region

GlobalCenter Inc. (a Global Crossing Inc. Subsidiary), Sherman Oaks, CA

September 1997 to March 2002

Provided data and telecommunications products and services to Fortune 500 and emerging dot-com companies in the Southern California marketplace – clients included The Walt Disney Company, Warner Bros. Studios, Southern California Edison, Realtor.com, and Stamps.com. Led and supervised a sales and operations team of 15, generating over \$125 million in contract revenue. Played a key role in the build-out of a 55,000-square-foot data center, managing site selection, lease negotiations, and tenant improvements. Conducted profit and loss analysis, created and implemented sales and marketing strategies, and supported the development of operational processes and procedures. Worked closely with account executives during sales calls, conducted sales and operations meetings, managed sales forecasts and quota assignments, and handled HR duties related to hiring team members.

Sr. Account Executive

Genuity Inc. (a Bechtel Inc. Subsidiary), Los Angeles, CA

July 1993 to August 1997

Provided Internet-centric products and services to Fortune 500 and emerging dot-com companies in the Southern California marketplace. Identified key decision-makers within target prospects and engaged with them to uncover and address business challenges. Researched and designed customized solutions based on clients' needs, delivering presentations to decision-makers at the 'C', 'VP', and Director levels. Led contract negotiations and managed the end-to-end implementation process of customer solutions, ensuring seamless execution and client satisfaction.

EDUCATION & TRAINING

Bachelor of Science, Business Administration, *University of Southern California (1989 – 1993)*

Emerging Leader Program, *University of Southern California (1991 – 1993)*

Real Estate Sales License / Broker License, *State of California (2004 / 2017)*

Continuing Education: Agency Relationships & Duties, Bankruptcy & Foreclosure, Ethics, Fair Housing, Legal Aspects of Real Estate, Property Management, Real Estate Appraisal, Real Estate Finance, Real Estate Investing, Real Estate Practice, Risk Management, Tax Implications of Residential Rental Property and Trust Fund Handling

Seminars & Workshops: Dale Carnegie Sales Effectiveness, FranklinCovey Time Management, Miller-Heiman Strategic Selling and Tom Hopkins Mastering the Art of Selling Real Estate

Industry Specific Tools: AIR CRE, Argus Asset Management, Argus Valuation, CCIM's Site Analysis, CoStar, LoopNet, Multiple Listing Services (various), Nielsen SiteReports (Claritas), Property Title Databases (various), Real Capital Analytics, Reis and WINForms®/zipForm®

Microsoft Office Skills: Access, Clipchamp, Excel, Outlook, PowerPoint, Publisher, Visio and Word

Social Media Skills: Facebook, Instagram, TikTok and X (Twitter)