



PHOENIX INVESTORS

Opportunity . Execution . Value Creation



WINNER OF COSTAR POWER BROKER AWARD

Phoenix Investors has been recognized by CoStar Group as a Power Broker. The prestigious industry award distinguishes Phoenix Investors as the most active local dealmaker in their market.

The background image shows the interior of a large, industrial building. The ceiling is high and features a complex, vaulted steel truss structure with skylights. The floor is made of brick. The walls are dark and have several large, arched windows. The overall atmosphere is industrial and somewhat somber due to the low lighting.

PHOENIX INVESTORS

Phoenix Investors is a national commercial real estate firm based in Milwaukee, WI whose core business is the revitalization of former manufacturing facilities throughout the United States. This strategy leads to positively transforming communities and restarting the economic engine in the communities we serve.

Phoenix principally specializes in the renovation and repositioning of large, former single tenant industrial facilities throughout the United States that were previously owned by major corporate clients, REITs, or financial institutions.



EXPERIENCE WITH SUCCESS

Our substantial experience allows our management team to analyze acquisitions from all relevant perspectives, including:



PORTFOLIO REPOSITIONING

We understand that traditional concepts and solutions typically used over the last five, ten, or fifteen years may not be optimal today. We seek to find the proper and, sometimes, creative solutions to help corporations dispose of their excess real estate, whether structuring a sale-leaseback transaction for an operating facility or acquiring a former, single-tenant industrial facility in need of revitalization.



TREND DRIVEN

We are adept at identifying underlying themes and nuances that cause changes in the micro and macro marketplaces that drive accelerated value creation. We can identify and evaluate inefficient markets and property types, as well as assess risk profiles where the market has mispriced the tenant credit risk or fundamentals of the underlying real estate.



DISTRESS

We understand all forms, whether (1) corporate distress due to the closure of a manufacturing plant, loss of jobs and damage to a corporate brand in the host community; (2) environmental distress due to historical contamination of a manufacturing site; or (3) property distress due to deferred capital projects and maintenance which are generally complicated to evaluate and costly to undertake.



ABOUT PHOENIX INVESTORS

Looking forward, Phoenix will continue applying its disciplined investment strategy to commercial real estate opportunities while implementing new technologies and adding resources.

In 1991, Frank Crivello created two private trusts, Irrevocable Children's Trust and Irrevocable Children's Trust No.2 (the "Trusts"), for the benefit of his children, Joseph and Anthony Crivello. Later that year, through their majority interest in the First Berkshire Business Trust, the Trusts completed Wall Street's first single-tenant retail property-backed securitized financing. That transaction, secured by 43 Kmart retail locations and warehouse stores, became a precursor for CMBS structures commonly used over the last twenty-five years.

In 1994, David Marks became trustee of the Trusts, and Phoenix Investors ("Phoenix") was created as the management company of the Trusts' investments.

Throughout the 1990's, Phoenix focused on single-tenant arbitrage opportunities available across the country. To this end, Phoenix exploited various market inefficiencies that existed including information inefficiencies, differences in credit perceptions of unrated regional and national tenants,

and innovative Wall Street financings, the combination of which produced above market returns.

From 2002 to the beginning of the Great Recession in 2007, our management team concluded that prevailing real estate opportunities and trends did not meet its disciplined risk/reward analysis. Phoenix suspended new acquisitions of commercial property and instead focused on improving its existing portfolio.

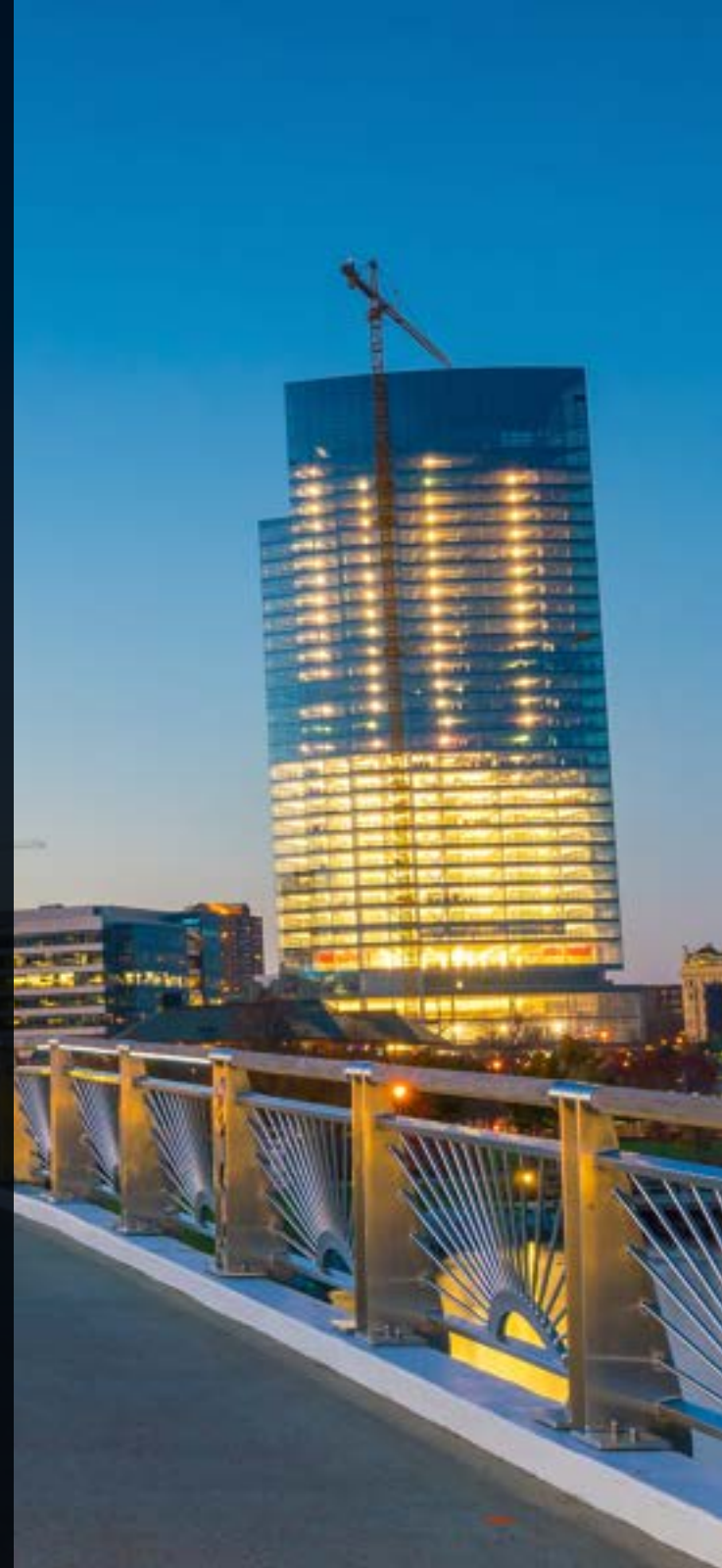
Since the Great Recession, Phoenix has aggressively used its experience to source, identify and harvest unprecedented commercial real estate opportunities. Currently, our focus is on maximizing underappreciated asset classes including Class B and C Industrial properties, portfolio and REIT dispositions, and creatively working with corporations, banks, and other institutions on underperforming asset dispositions.





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To successfully identify and execute opportunities in a dynamic and changing marketplace, Phoenix has built a talented team of professionals across all levels of its business, providing them with the cutting-edge technology tools, and superior benefits including a highly acclaimed wellness program. The Trust beneficiaries, Joseph and Anthony Crivello (Executive Vice President), both of whom grew up around Phoenix, are part of its Advisory Board and reflect the next generation of leadership for Phoenix. The Phoenix team has been critical to our achievements to date and will lead Phoenix to new heights in future decades.



PHOENIX INVESTORS



OUR VALUES

Looking forward, Phoenix will continue applying its disciplined investment strategy to commercial real estate opportunities while implementing new technologies and adding resources.



OPPORTUNITY.EXECUTION.VALUE CREATION. **PHOENIX INVESTORS**

CREATIVE SOLUTIONS

Identifying repeatable opportunities is challenging in today's environment where news and information are easily transmitted across the globe.



MAXIMIZING POTENTIAL

Our goal is to find opportunities with the proper risk/reward metrics that allow us to acquire lower risk assets efficiently and to apply our experience and real estate fundamentals to maximize their future potential.

SENIOR MANAGEMENT



FRANK P. CRIVELLO
Chairman & Founder



DAVID M. MARKS
President & Chief Executive Officer



ANTHONY I. CRIVELLO
Executive Vice President

OUR TEAM



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OUR CORE FOCUS & PRINCIPLES
IMPROVE SAFETY & ECONOMIC
ACTIVITY IN THE COMMUNITIES
PHOENIX INVESTORS SERVES.



PHOENIX INVESTORS GIVES BACK

Phoenix Investors is committed to supporting our host communities. Our primary business model promotes economic growth in communities struggling after the closure of a major industrial employer through the renovation and revitalization of these facilities. Phoenix's focus and passion provides the spark to restart the economic engine within impacted local communities.

As a stakeholder in these host communities, Phoenix Investors strategically and financially assists local community and faith based organizations to fulfill their missions. In combination with public partners, Phoenix actively supports the removal of blighted property within host communities through the direct purchase and demolition of blighted properties. Our core focus and principles improve safety and economic activity in the communities Phoenix Investors serves.

We at Phoenix Investors believe that a healthy commitment to the well being of our community is a vital component of our business. To facilitate this commitment, we are always looking for new groups to partner with for the betterment of our community. If your group would like to be considered for a charitable partnership with us, please fill out the form on our giving back page on our website.

- Wisconsin Historical Society
- Southwest Georgia Project
- KFF Ministries
- Pastors United Milwaukee
- Catholic East Elementary
- Marquette University
- Pathfinders
- New Horizons
- Rebuilding Together
- Marquette University High School
- Riverwest Food Pantry
- Sojourner Truth House
- On Purpose Journey
- Esophageal Cancer Action Network
- Mequon Jewish Preschool
- Alzheimer's Association
- Milwaukee Art Museum
- Peltz Center for Jewish Life
- Salvation Army
- Milwaukee Symphony
- Logans Hearts & Smiles
- Fellowship Open
- Running Rebels
- Operation Impact
- Milwaukee Jewish Federation
- Zoological Society
- REACH
- Playground Warriors
- Generations Against Bullying
- Our Lady of Mt Carmel School
- Mount Auburn Hospital
- Three Holy Women Parish
- Central City Business Awards
- African American Chamber of Commerce of Wisconsin

PHOENIX INVESTORS WAS PROUD TO HOST

PHOENIX IN FLINT

In 2017, affiliates of Phoenix Investors purchased the shuttered former Delphi Flint East industrial plant at 1101 N Center Road, Flint; in late 2019, Phoenix unveiled a revitalized facility at “Phoenix in Flint,” an event attended by representatives from Phoenix, community leaders, and tenants. “We are very proud of our success here, and how we are improving the local community. As a result, tenants in our Flint projects have maintained or added 350 jobs in this community,” said Phoenix’s President and CEO David Marks in an address at the event.



PHOENIX GIVES BACK

PHOENIX INVESTORS WAS A PROUD SPONSOR OF THE **SHERMAN PARK REVIVAL CELEBRATION**

“The rehabilitation of the Sherman Park area complements our mission of revitalizing neighborhoods and increasing economic opportunities. We are honored to support the incredible work being done in the City of Milwaukee.” Frank Crivello, Chairman and Founder of Phoenix Investors, quoted in BizTimes, Milwaukee Business News. Phoenix Investors is proud to support efforts to rehabilitate Sherman Park. It is our hope that this work will help the community heal and prosper, leading to a brighter future for the families living in the area.



THE PHOENIX WAY

PHOENIX INVESTORS DONATED \$100,000 TO THE **RUNNING REBELS ORGANIZATION**

“The Rebels’ East development concept compliments our mission of revitalization and economic growth in Milwaukee,” said Frank Crivello, chairman of Phoenix Investors in Biztimes, Milwaukee Business News, “Therefore we are honored to support Dawn and Victor with the incredible work that they are doing right here in the heart of the city.” Running Rebels Community Organization engages with the community, youth and their families to prevent involvement in gangs, drugs, violence, and the juvenile justice system. Running Rebels also intervenes and guides youth by helping them make positive choices and supporting them through the critical transition to adulthood.



PHOENIX GIVES BACK

PHOENIX INVESTORS WAS A PROUD SPONSOR OF THE
SOJOURNER “BE THE LIGHT” EVENT

Formerly known as the Sojourner Fashion Show, the rebranded “Be the Light” event shared the impact of how lives are transformed at Sojourner Family Peace Center by celebrating survivors and their stories of courage, triumph and hope.



THE PHOENIX WAY

PHOENIX INVESTORS WAS A PROUD SPONSOR OF THE

“CURTAIN CALL BALL” AT THE REPERTORY THEATER

The Curtain Call Ball helps raise funds to support Milwaukee Repertory Theater’s mission to create positive change through theater.



PHOENIX GIVES BACK

PHOENIX INVESTORS WAS A PROUD SPONSOR OF THE
RED SHAWL GALA AT POTAWATOMI HOTEL & CASINO

This year's Red Shawl Gala featured a Native American silent auction featuring handmade Native American art. Auction items included: a premium selection of one-of-a-kind paintings, jewelry, and traditional and contemporary forms of artwork.



PHOENIX GIVES BACK



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Established in 1994, Phoenix Investors is a private real estate company with over twenty-five years of experience in successfully acquiring, managing, and operating commercial real estate from coast to coast.

PHOENIX SOCIAL MEDIA

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Phoenix's affiliate companies hold interests in approximately 17 million square feet of industrial, retail, office, and single tenant net-leased properties across 22 states. Today, Phoenix principally specializes in the renovation and repositioning of large, former single tenant industrial facilities throughout the United States that were previously owned by major corporate clients, REITs, or financial institutions.



PHOENIX INVESTORS

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G B I A V C E K S



TRANSFORMING COMMUNITIES



PHOENIX INVESTORS

WELLNESS WEDNESDAY



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MAXIMIZING POTENTIAL PHOENIX INVESTORS



PHOENIXINVESTORS.COM

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