



# Christina

Development Corporation

*Markets go up and down, but our mission remains the same: generate process-driven profitable real estate investments for ourselves and our partners in the best neighborhoods of Los Angeles.*



[christinadevelopment.com](http://christinadevelopment.com)

# Value Proposition

For more than 36 years, Christina has been acquiring, developing, operating, syndicating, and managing multi-family residential, office buildings and retail projects. Our experience means a great deal for our investors and we stand by our track record, having been actively involved in excess of \$1.25 billion dollars in commercial real estate projects.

In every city there are the good areas and then there are the best areas. We focus solely on the best - the highest quality real estate in the prime sub markets of West Los Angeles. The demand in this niche area continues to outstrip the supply, causing the value of our target projects to rise over time.

At Christina Development, we don't believe that investing in commercial real estate should be a complicated and laborious affair. Our business strategy is the same as it's always been. It doesn't change, because it's been proven to work over four decades..

*Who we are, what we have accomplished, and our niche geographic focus for more than 36 years means a great deal to investors.*

## Our Focus

Our niche geographic focus is one of the most compelling attributes of Christina Development. We only invest in the distinct prime sub-markets of West Los Angeles, which include Beverly Hills, Brentwood, Century City, Malibu, Santa Monica, West Hollywood and Westwood, just to name a few.

It is very rare that an organization our size will maintain such regimented geographic borders. Most real estate companies follow a strategy of chasing the areas where momentum currently resides; we remain focused on the tried and true. Our network is deeply entrenched in these markets, making our deal flow unbounded and our access to unique product unparalleled.

The level of knowledge that we have concerning the neighborhoods we invest in is the single most prominent reason why you would want to invest with Christina Development.



# The Anatomy of a Deal

Our deals originate through a process driven discovery system and the strength of our network of contacts built over years and years. In hearing of a pending trade, we quickly analyze the inherent opportunity, focusing on the attributes of the property, the price, and most importantly, the location.

If our quick assessment of the deal looks promising, and it's validity checks out, we then study how we can influence and control the situation. This is the softer side of the deal, and, again, we rely on our relationships. How one approaches an existing owner, and how they pro actively get them to agree to a sale at a price that's beneficial for us, is an art unto itself, perfected over nearly four decades.

Once we gain control of a trade, we perform extensive diligence, examining the physical aspects of the property, the age of the improvements, the tenant mix, the entitlements, and the zoning. We then weigh these factors based on the realities of the market and assess whether the property has multiple uses and multiple possible exits. If at the end of this process our investment thesis still holds, we acquire the property.

Our deals come from diverse opportunities. The reality of real estate is that deals are not found, they are made. We proactively try to stay ahead of obstacles and help to create an "estate planning solution" for the sellers.

*It all starts with buying the right property, in the right location, at the right price - a price that is less than current market value.*



STEP A



STEP B



STEP C



STEP D

## Sourcing

Leveraging our knowledge and relationships of nearly 40 years, we unearth prime real estate investment opportunities often before they are marketed.

## Contract

When we find an interesting opportunity and reach a consensus on viability, we move quickly. Once the project is under contract, we conduct a thorough and extensive due diligence process.

## Due Diligence

This is the most labor intensive, and takes the most time, but is critical to our success. A complete review of all aspects of the property is conducted to ensure it meets all of our investment and underwriting criteria. We look at hundreds of opportunities but very few ever make the cut.

## Acquisition

The "Closing" is really just the beginning for us. Once the property is acquired, our sole focus is to execute our business plan to maximize value.

# Investment Criteria

Every real estate opportunity is unique, requires an intimate understanding of the target market,

an extensive due diligence process, and an ability to create and execute a comprehensive business plan.

Our investments must meet the following specific criteria standards:

## 1. Location

The best locations within the prime sub markets of West Los Angeles

## 2. Property

Office, multi-family residential, retail and mixed-use properties

## 3. Transaction

\$5 million to \$30 million. Additional opportunities have been considered on an asset-by-asset basis

## 4. Price

Below current value or "in the money"

We then evaluate the potential income growth, the property's highest and best use, ways to improve management efficiencies, and all

possible exit strategies. The more questions we ask, the more we mitigate risk and ultimately generate greater profitability.

# History of Success

Larry Taylor founded Christina Development in 1977. He is one of the most recognized figures in the world of real estate investing in West Los Angeles, as his focus on this region has never faltered.

You can only begin to ascertain the depth of knowledge Larry has if you walk "his" neighborhoods with him. He is able to recite the history, back-story, and opportunity surrounding pretty much every building you walk by. It truly is remarkable.



*left to right:*  
RIDAA MURAD, Managing Director;  
LAWRENCE TAYLOR, Founder;  
DONNY KILLIAN IV, Chief Business Development Officer

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