



## ALLIANCE REAL ESTATE

### **Alliance Real Estate Announces Formal Launch and Completion of First Advisory Assignment - \$60 Million Retail Portfolio Acquisition**

BIRMINGHAM, AL (March 1, 2016) – **Alliance Real Estate, LLC**, an independent, privately held investment management firm specializing in providing real estate investment management and advisory services to family offices today announced its formal launch contemporaneously with the successful completion of its first advisory assignment – the acquisition of a \$60 million retail portfolio.

“Alliance sees an opportunity to provide the family office community with a customized, transparent and institutional approach to designing and constructing commercial real estate portfolios. We focus on a broad geographic footprint and design strategies around multiple property types using experienced operators, mindful of timing, diversification and risk. Our mission is to provide clients with customized and targeted real estate portfolios via separate accounts delivered with total flexibility, absolute control and institutional-quality oversight at reduced costs vis-à-vis competing alternatives.” said Alan Fuller, Alliance’s President.

“In a nutshell, Alliance is focused on moving the separate account model from the pension fund world into the family office space.” stated Lynette Horton, Alliance’s Director of Marketing and Client Relations.

Based in Birmingham, Alabama, with an additional office in Washington, DC, Alliance is led by Alan Fuller, Christopher Hanley and Lynette Horton. The senior management team, which has extensive experience in fund management, investment banking, institutional capital raising and real estate operations, has spent the past year working together to develop and refine Alliance’s overall strategy, culminating with today’s official launch and announcement of a successful transaction.

Most recently, Alliance Real Estate and Select Strategies Realty announced the purchase of a six-property shopping center portfolio comprising 870,000 square feet. The necessity-based retail assets are located in Ohio, South Carolina and Missouri. Select Strategies Retail Holdings IV made the \$60 million acquisition on behalf of both firm’s principals and investment partners. Alliance served as an advisor to the partnership and assisted in the origination, structuring and



closing of the transaction, in addition to sourcing equity from a significant family office and bringing a debt provider to the transaction. Alliance also co-invested in the transaction.

“In evaluating potential operating partners Alliance focuses on identifying experienced operators with deep knowledge of their markets and a strong track record of success – in our opinion Select fit this description to a tee. Their familiarity with these assets helped us to identify a disconnect between perceived risk and actual risk which we believe will result in outsized returns for our family office partner.” said Christopher Hanley, Alliance’s CFO & COO.

“The successful completion of this transaction, in our opinion, validates the advisory side of the Alliance model. We created significant value for our family office client by identifying a compelling investment opportunity, underwriting that opportunity with the help of one of our operating partners and structuring an investment that we believe will provide our client with strong current returns and long-term capital appreciation. We will continue to search for these types of advisory opportunities while focusing on our core investment management business providing the family office community with a customized, transparent and institutional approach to designing and constructing commercial real estate portfolios.” stated Alan Fuller.

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**Alliance Real Estate, LLC** is a privately held investment management firm specializing in providing real estate investment management and advisory services to family offices. Alliance’s unique approach is focused on providing its family office clients with customized and targeted real estate portfolios via separate accounts delivered with total flexibility, absolute control and institutional quality oversight at reduced costs compared to competing alternatives. Based in Birmingham, Alabama with an additional office in Washington, DC, Alliance is led by a team of seasoned, committed real estate professionals whose extensive track records, ownership mentality, client focus and differentiated approach to real estate investing adds significant value across portfolio design, construction and implementation.

