

Marcus & Millichap

THE NEEMA GROUP

Neema Ahadian
Senior Managing Director of Investments
Marcus & Millichap – Greater Los Angeles
The Neema Group – Director
neema@marcusmillichap.com | (310) 909-5444

Expertise

Multifamily, Land and Development Dispositions

Education

University of Southern California, Marshall School of Business - 2000

Copenhagen Business School, Master Program in International Management – 1999

Jewish Federation – Young Leadership Development Institute – 2012

Notable Transactions – Multi-Family

The Armor Portfolio – 26 Properties, 646 Units, \$102,000,000

Koreatown Portfolio – 14 Properties, 483 Units, \$104,000,000

2127 Rodney Dr – 42 Units in Los Feliz, \$22,000,000

808 S Hobart Blvd – 49 Units in Koreatown, \$12,850,000

7851 Ventura Canyon Ave – 51 Units in Panorama City, \$22,300,000

1420 N Mansfield Ave – 30 Units in Hollywood, \$11,800,000

1500 S Gramercy Pl – 40 Units in Harvard Heights, \$7,850,000

Orange County Portfolio – Two Properties in Tustin and Los Alamitos, 72 Units, \$25,715,000

Notable Transactions – Land

Botach Portfolio – 12 Properties, \$61,000,000

719-725 S Spring St – Adaptive Reuse in Downtown LA, \$12,700,000

1900 Westwood Blvd – Land in Westwood, \$12,000,000

5006-5028 W Pico Blvd – Land in Mid-City, \$11,500,000

5101-5121 W Pico Blvd – Land in Mid-City, \$8,750,000

Professional Career

Neema Ahadian is a Senior Managing Director of Investments at Marcus & Millichap, as well as the Director of the Neema Group. Recognized for his expertise in multifamily investments in Los Angeles, Neema has spent over two decades in the business aiding investors in making strategic investments and enhancing their wealth. With property manager experience prior to brokerage as well as owning assets personally, Neema relates to the mindset of an owner and the investment decision making process. Committed to client experience, Neema is a relationship builder, a marketing expert, and a problem solver for clients no matter their situation.

Team

Neema leads one of the top investment sales teams in Los Angeles, The Neema Group. With eight agents specializing in specific neighborhoods throughout the city, the Neema Group covers the majority of the Greater LA market representing investors in the disposition of multifamily and land assets. With so much coverage throughout the city, the team is able to generate increased exposure that brings capital across various market areas and share comprehensive market knowledge. Additionally, a full staff including a Director of Operations, Marketing Director, and Transaction Coordinator is utilized as support for clients throughout the entire transaction process from start to finish. The team is also backed by the national presence of Marcus & Millichap, a public firm with 80 offices and over 2,000 agents that solely focuses on investment sales. Within the Neema Group's Century City office, the team works closely with Marcus & Millichap Capital Corporation to provide financing resources to clients, including the structuring of debt and equity.

Marketing Approach

The Neema Group uses a systematic and tailored 14-point marketing process to deliver the highest possible net value to clients. Combining tried-and-true practices with emerging technologies, along with Marcus & Millichap's National Marketing Platform, we reach more qualified potential buyers and gain maximum exposure to create more demand.

Our team utilizes multiple avenues of marketing, not simply placing a property online. Examples include call campaigns to well-known and active investors in the submarket, networking within the Marcus & Millichap Southern California and National offices, direct mailers such as postcards to highlight the opportunity, social media across multiple platforms and creative marketing videos to generate more attention to a property.

Portfolio Approach

Neema and his team have had recent success in representing clients in the disposition of their entire portfolio. Over the last 36 months, Neema has sold seven portfolios for a total of nearly \$600 MM in value. Utilizing a unique approach, the Neema Group has been able to effectively run a marketing campaign and controlled process to provide superior exposure and achieve exceptional results.

Below is the Neema Group's portfolio process:

- Tour each property, analyze the financials, locations, and give recommendations to the owner in how they can improve the real estate before coming to market, if any
- Make a strategy of how we should come to market - market the portfolio as a whole, individually, or in smaller groups based on location, vintage, size etc
- Take professional photography of each property, understand each building, and perform much of the due diligence process up front before marketing so there are no surprises during the marketing and escrow periods
- Prepare a marketing package for the portfolio as well as the buildings individually
- Provide a full marketing campaign with videos, eblasts, internet marketing, targeted ads, social media, press releases etc
- Utilize our team structure to gain outreach to a wide array of buyers spanning several submarkets
- Many times, provide due diligence to buyers upfront to cut down due diligence timing if any
- Interview buyers who have offered on the properties to determine their qualifications and assist the seller in choosing the buyer most probable of closing
- Assist the seller in reviewing all offers, and determining the best strategy to sell, including comparing the delta of a portfolio sale to one buyer versus selling each property individually
- Hands on during the escrow process to ensure the buyer can perform in a timely manner

Achievements

Chairman's Circle of Excellence: 2021, 2019

Chairman's Club: 2022, 2021, 2020, 2019

National Achievement Award: 2022, 2021, 2020, 2019, 2017, 2016, 2015