



# MACKENZIE

COMMERCIAL REAL ESTATE SERVICES, LLC

VA OFFICE



# CORPORATE CAPABILITIES

FULL-SERVICE COMMERCIAL REAL ESTATE SERVICES

[www.MACKENZIECOMMERCIAL.com](http://www.MACKENZIECOMMERCIAL.com)



# WELCOME TO MACKENZIE

**AT THE MACKENZIE COMPANIES**, we understand that every business is unique, with distinct needs and objectives. That's why we offer a comprehensive suite of full-service commercial real estate solutions designed to meet your specific requirements. Whether you are seeking to acquire a new property, lease a space, sell an existing asset, manage your building or real estate portfolio, embark on a construction build-out, explore investment opportunities, pursue development projects, or need expert guidance in securing debt and equity capital, our seasoned professionals are here to guide you every step of the way. Our personalized approach allows us to deliver customized solutions that align perfectly with your goals, delivering a seamless experience.

With nearly 225 employees, MacKenzie is one of the largest, non-affiliated full-service commercial real estate firms operating in the Mid-Atlantic. Located in Charlottesville, MacKenzie's **Virginia office** serves as a strategic hub for the greater Virginia area. Its central location allows the firm to effectively reach and impact key markets across the state while tapping into a dynamic regional economy that bridges major metropolitan areas like Richmond and Washington, DC. The office delivers a comprehensive suite of services including brokerage, property management, capital solutions, construction, investment and development.

Headquartered in Lutherville, Maryland, MacKenzie now has an established presence in **Charlottesville, Virginia**, with additional offices in downtown Baltimore, Annapolis, Columbia and Bel Air, Maryland.

MACKENZIE COMMERCIAL REAL ESTATE SERVICES, LLC

MACKENZIE INVESTMENT GROUP, LLC

MACKENZIE MANAGEMENT COMPANY, LLC

MACKENZIE CONTRACTING COMPANY, LLC

MACKENZIE CAPITAL, LLC



# OUR SERVICES

Founded as a development firm in 1968 by **Clark MacKenzie**, a **University of Virginia graduate**, MacKenzie today comprises five firms that provide clients a competitive, full-service platform of commercial real estate offerings:



## THE MACKENZIE DIFFERENCE

For more than half a century, MacKenzie has been providing commercial real estate services in the Mid-Atlantic region and beyond.

Founded in 1968 as a development firm, MacKenzie today comprises five firms that provide clients a competitive, **full-service platform** of offerings in leasing, sales, investment sales, tenant and landlord advisory services, corporate and business consulting, commercial and residential development, general construction, property management, debt and equity capital placement, data analytics, mapping and market research.

MacKenzie is unique in its position as an entrepreneurial, local, independent, full-service firm; and, as a result, is able to operate on a much more efficient and broader scale than its competitors. Each MacKenzie firm provides their clients with extensive expertise in their field; expertise that is shared collaboratively throughout the MacKenzie platform.

MacKenzie's clients and prospects benefit from this collaboration as they have full access to the experienced professionals of all MacKenzie divisions throughout their real estate process. Additionally, MacKenzie's ability to be nimble is unmatched in this regard because we are a local firm. MacKenzie has invested heavily in its platform to ensure that its clients, no matter how large or small, receive the highest level of service in a very timely manner.

Furthermore, with six offices throughout Maryland and Virginia, MacKenzie has "boots on the ground" in nearly every major market in the Mid-Atlantic, and those agents have extensive relationships with owners and tenants in their respective markets.

## TYPICAL SERVICES OFFERED:

- ✔ Site Selection & Acquisition
- ✔ Sales and Leasing
- ✔ GIS Mapping
- ✔ Demographic/Market Analysis
- ✔ Market Research and Feasibility Studies
- ✔ Valuation Analysis
- ✔ Development and Investment
- ✔ Property and Asset Management
- ✔ Financing and Debt Placement
- ✔ Construction (Out-of-Ground, Renovation and Build-Out) and Project Management



# NATIONAL MARKET COVERAGE



MacKenzie's regional and national landlord and tenant representation abilities are virtually unlimited. MacKenzie's advisors are **doing business beyond the State of Maryland and the Commonwealth of Virginia**. This activity is supported by MacKenzie's in-house full-service competitive platform and numerous strategic corporate partnerships and network affiliations such as SIOR (the world's elite members of the industrial and office real estate industry), Retail Brokers Network, ICSC, and CREW that allows our advisors to leverage relationships across the U.S. With access to multiple industry platforms and strong local and national partnerships cultivated over more than 55 years, MacKenzie's advisors have the ability to network and market to real estate brokers on a regional and national level. MacKenzie's advisors routinely work with all national firms when prospecting for projects they represent.

## CURRENT LISTING STATS\*: (2024)

\* Includes total brokerage listings, including retail, office and industrial property types

20.1M  
SQ FT

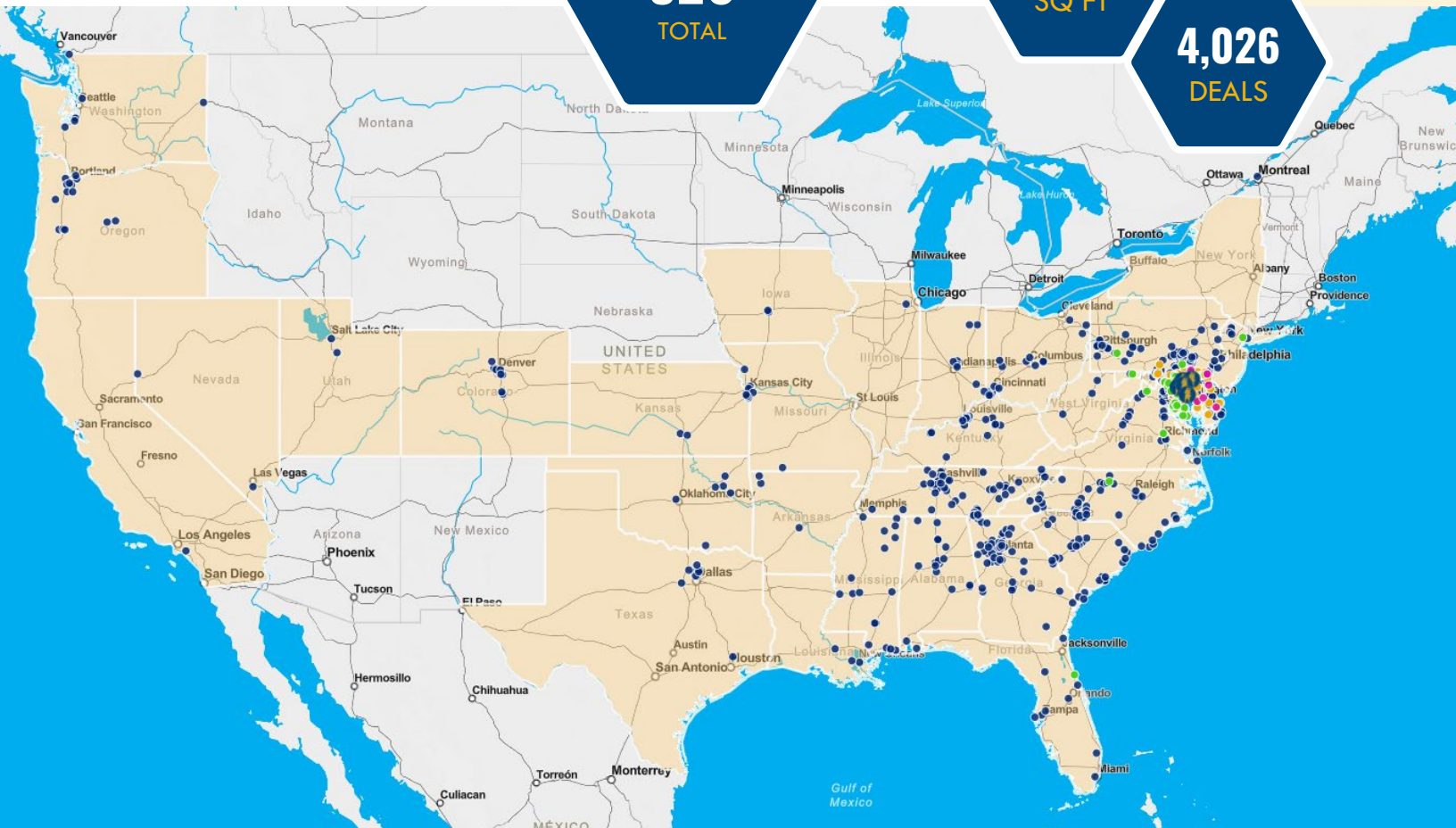
520  
TOTAL

## TRANSACTIONS: (PAST 5 YEARS)

\$2.4B  
SALE/LEASE  
VOLUME

40.1M  
SQ FT

4,026  
DEALS



# MACKENZIE BROKERAGE

## SELLER/LANDLORD REPRESENTATION

Whether you manage a single property or a large portfolio, our Real Estate Advisors provide tailored strategies to meet your business goals and timelines. Backed by local market knowledge and the diverse skills of the MacKenzie Team, we offer a **full range of landlord representation services**, including property repositioning, tenant retention, lease negotiations, financial analysis, and asset valuation. Our targeted marketing and leasing efforts aim to attract quality tenants and boost property visibility. With proactive management, we help maintain high occupancy rates, increase rental income, and enhance overall asset performance.

## BUYER/TENANT REPRESENTATION

MacKenzie's Tenant Advisors provide **comprehensive representation services** designed to give clients strategic insights and strong negotiating power. Using extensive market data, advanced lease and property evaluation tools, and detailed analysis of comparable transactions, our advisors offer customized guidance to tenants and buyers, often at no cost. We support clients through every step, including site selection, lease renewals and renegotiations, space planning, and build-out coordination. Our team also handles financial assessments, identifies potential incentives and navigates zoning and regulatory requirements. With our expertise, we help clients develop long-term occupancy strategies and excel in lease negotiations, property acquisitions, relocations and portfolio management.

## INVESTMENT SALES

MacKenzie is committed to helping investors **maximize the value** of their commercial real estate portfolio. Our Investment Sales team constantly surveys the market, utilizes sophisticated cash flow financial modeling (Argus 14.0) and researches comparable sales to maximize values for property owners. We then tailor a customized approach to meet long-term acquisition or disposition objectives, optimizing financial results and exceeding client expectations. With experience in the purchase and disposition of retail, office, industrial, land, mixed-use properties, as well as 1031 tax deferred exchange transactions, we deliver investment opportunities for your consideration, or market properties to a targeted audience of qualified purchasers.

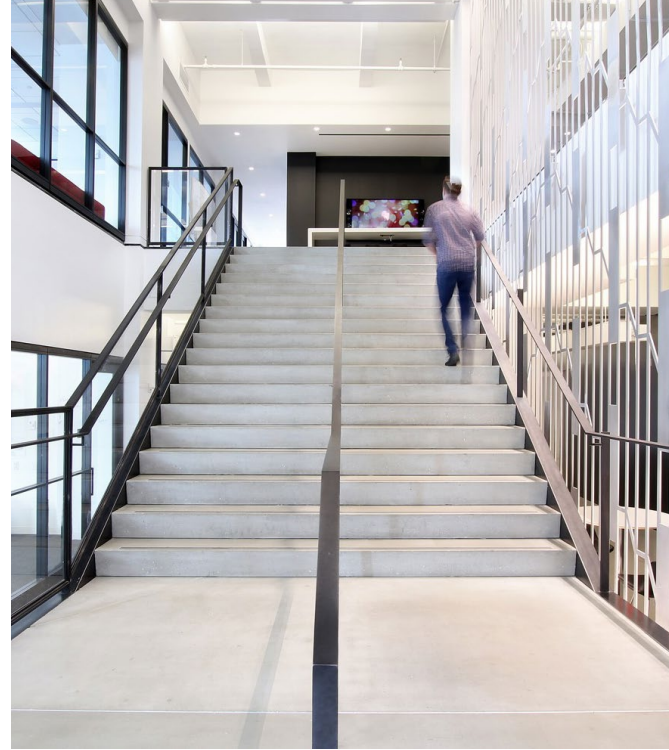
A long-term participant in the Mid-Atlantic's investment and brokerage communities, our advisors utilize comprehensive databases, established relationships with local and national investors, sophisticated marketing tools and carefully crafted, property-specific sales campaigns to present **investment opportunities** to appropriate purchasers.





# MACKENZIE MANAGEMENT

MacKenzie Management Company, LLC, is a full-service property management provider specializing in the management of office, medical, retail, industrial, and mixed-use properties. Drawing on more than 50 years of experience, our organization currently manages more than 244 projects, comprising over 9.0 million square feet of space. As owners ourselves, we understand the important role proficient management plays in an investment property. We apply this perspective to every commercial property we manage, integrating planned physical maintenance and improvements, detailed financial analysis and budgeting and established tenant retention strategies to maximize investment returns. This proven and proactive “turn-key” approach goes beyond typical property management, giving owners the support they need to concentrate on high-level decision-making while insulating them from day-to-day property functions. MacKenzie’s asset management strategies are customized, full-service plans tailored to the unique needs of each property and can range from **all-inclusive asset management** to versatile **a-la-carte services** that can complement existing procedures.



## PROPERTY, FACILITY AND ASSET MANAGEMENT SERVICES:

- › On-Site Property Management
- › Tenant Retention Programs
- › Vendor Contract Negotiation
- › Supervision of Operating and Maintenance Costs
- › Vendor Invoice Processing
- › Lease Administration
- › Strategic Financial Planning
- › Budgeting, Cash Flow and Capital Expenditure Projections
- › Monthly Financial Reports
- › Building Inspections and Safety
- › Maintenance Staffing and Supervision
- › On-Call, 24/7 Emergency Response
- › Due Diligence Consulting
- › Investor Reporting
- › Multi-Facility Management

# MACKENZIE CONTRACTING

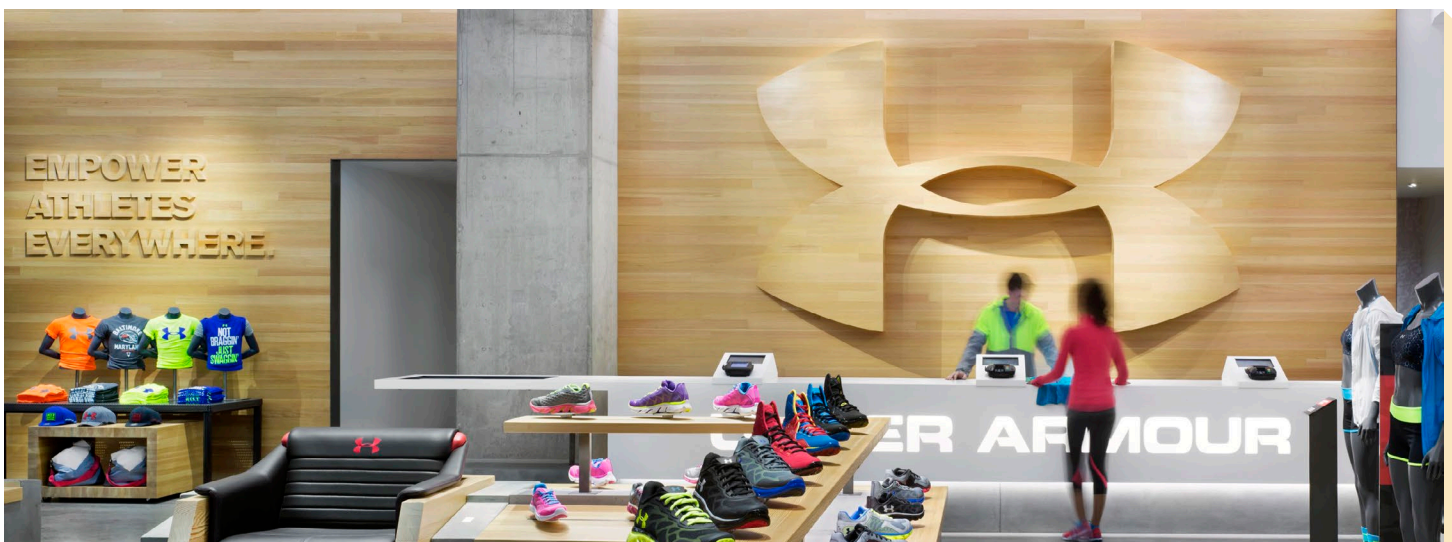


MacKenzie Contracting Company, LLC is an award-winning, **full-service general contracting and construction** management firm offering a full range of pre-construction, general contracting, ground-up construction, renovations and project management assistance for our clients. Emphasizing control over schedule, safety and quality, our primary goal is to deliver the highest standard of craftsmanship in the most cost-effective way possible by delivering on time and within budget.

Large enough to manage any size job, yet small enough to provide personalized attention, MacKenzie Contracting offers more than 300 years of combined experience, making our skilled project managers and superintendents a rare asset in today's market. The many awards and repeat clients MacKenzie Contracting has won serve as a testament to our ability to provide quality, value, and on-time delivery to clients in an array of industries including healthcare, defense, education, retail, business and manufacturing.

Having mastered the understanding of its clients' needs and how to tailor every project to suit their individual requirements, MacKenzie Contracting offers a team with expert insight into creating optimized and innovative office spaces as well as accessible and aesthetically pleasing retail spaces.

And, having successfully partnered with some of the region's most prestigious healthcare organizations, MacKenzie Contracting also offers a team highly specialized in building healthcare facilities including general and inpatient locations, ambulatory and emergency care centers, and laboratory and research facilities. Our longstanding and ongoing relationships with entities in all of these industries speaks to our commitment to high-quality service.





# MACKENZIE INVESTMENT

MacKenzie Investment Group, LLC is a **real estate investment firm** with experience covering more than 42 million square feet of combined office and industrial assets as well as nearly 10,000 multifamily units across dozens of projects. The opaque, inefficient nature of real estate rewards diligent research and deep industry contacts. The yield-driven, tax-advantaged, and inflation-hedged nature of the asset class makes it a highly desirable place to invest through a variety of cycles. The unrivaled scale of the asset class ensures there are plenty of opportunities for those organized, connected and active in the market.

Our strategy is focused on **value add** and **opportunistic investments**. The structure of our firm allows us to be fast and nimble when strong opportunities are identified. The corporate structure provides us with the patience to pass on opportunities with unnecessary risk. We are not compensated through volume-driven management fees, which allows us to be selective in the opportunities we pursue. Moreover, we always invest alongside our limited partners to reinforce our belief and commitment every time capital is deployed.



## MACKENZIE CAPITAL

MacKenzie Capital, LLC is a highly-regarded boutique **real estate capital advisory firm** that entrepreneurial commercial real estate owners, developers and investors rely on for their debt and equity capital needs.

For decades, our team of experienced advisors have successfully arranged financing for small and large projects of all property types throughout the country. Our creative, client-focused approach to advisory ensures that our clients are given the hands-on attention and focus that only an independent boutique firm such as ours can provide. By bringing in the right mix of partnerships, we work alongside our clients to develop a strategic plan, create financial solutions and accomplish business goals for a diverse set of properties.





# MACKENZIE MARKETING

MacKenzie's **full-time marketing staff** is dedicated to the development of multi-channel marketing strategies, including exciting collateral materials, compelling advertising campaigns, interactive web-based and digital environments, event planning, and consistent public relations and promotional plans. Experienced in a wide variety of graphic, mapping, and online software programs, MacKenzie's marketing staff works with each client to coordinate cohesive, targeted marketing programs with distinct and calculable objectives. MacKenzie's in-house marketing team maximizes project visibility and ensures that marketing messages and branding remain consistent across all product types and media platforms.

- ✔ Print and Digital Collateral
- ✔ Virtual Property Tours
- ✔ Email Campaigns
- ✔ Advertising
- ✔ Social Media
- ✔ Public Relations
- ✔ Events
- ✔ Progress Reports



## MARKETING REPORT EXAMPLE:





# LOCATION INTELLIGENCE



### Research and Technology

MacKenzie's in-house research team is dedicated to delivering comprehensive insights and analysis essential for informed decision-making within the realm of commercial real estate. Our team diligently conducts thorough market analyses, carefully examining local, regional, and national real estate landscapes to detect prevailing trends and future forecasts. The team surveils property performance throughout the local market, assessing individual properties and portfolios while continuously monitoring competitor activities and industry developments to help guide strategic positioning for their clients. Through the maintenance of databases that track sales and lease transactions and tenants throughout the market, MacKenzie's research team is able to provide clients with an understanding of the competitive landscape and market dynamics so that they can make better informed business decisions.



### GIS (Geographic Information Systems)

Strategic planning for organizations requires navigating vast amounts of information across business operations, competition, and market trends. To streamline that process, MacKenzie employs Geographic Information Systems (GIS) to consolidate data into interactive maps, aiding in decision-making.

MacKenzie's advisors are each equipped with access to a proprietary interactive mapping dashboard (MackMaps®) which houses a collection of diverse data sources. These sources include, but are not limited to, local government information such as zoning regulations, property ownership records and traffic statistics; and comprehensive GIS and data analytics from third-party providers like ESRI and Placer.ai that encompass demographics, consumer behavior and market dynamics. In lease negotiations, MacKenzie provides spatial analysis of factors like accessibility and visibility to justify rental rates and negotiate favorable terms on behalf of landlords.

### TYPICAL GIS/ MAPPING SERVICES:

- ✓ **Current Aerial Imagery and Parcel Identification**
- ✓ **Zoning Classifications and Regulations/Permitted Uses**
- ✓ **Traffic Counts (Auto/Pedestrian)**
- ✓ **Demographic Studies/Comparisons**
- ✓ **Wetlands/Flood Zones Analysis**
- ✓ **Consumer Behavior/Spending Analysis**
- ✓ **Site/Building Measurements/Verification**
- ✓ **Business/Retailer Visitor Metrics (Placer.ai)**





# VIRGINIA TEAM

## VA OFFICE CONTACT:

**SAM ORR**  
EXECUTIVE VICE PRESIDENT

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sam.orr@mackenziecommercial.com



Sam plays a pivotal leadership role overseeing the firm's full-service operations in Virginia. Leveraging his **extensive commercial real estate experience**, Sam leads the efforts to expand MacKenzie's footprint into the Virginia market covering all asset classes. His multifaceted responsibilities include driving business development initiatives, nurturing client relationships, providing commercial real estate advisory services and collaborating closely with leaders across the various MacKenzie operating divisions.



# HOW CAN WE HELP?

For over half a century, we've brought the best commercial real estate thinking and implementation to our back yard, at a personal level. Implementing MacKenzie's full-service capabilities means drawing upon the expertise necessary to answer any question, meet any challenge, then utilizing those resources to make a well researched decision – a decision that meets your interests and positions your business for success.

We look forward to working with **you**.



**MACKENZIE**

COMMERCIAL REAL ESTATE SERVICES, LLC

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