



MEMORANDUM

TO: George Smith Partners Principals
FROM: Corynne Randel; Judy Brower; Jenn Quader
RE: Monthly Public Relations Activity Update
DATE: September 2015

Item	Status
<p><i>Real Estate Forum</i>, Downtown LA Construction, Shaffer (September)</p>	<p>Agency secured Bryan Shaffer the opportunity to be an expert source for a feature in <i>Real Estate Forum</i> regarding the Downtown LA construction financing market.</p> <p>Agency coordinated interview.</p> <p>This article published in the September issue of the magazine.</p>
<p><i>Real Estate Forum</i>, 40 Under 40 nomination, Davies (October)</p>	<p>Agency drafted and submitted a nomination for Malcolm Davies for this year's <i>Real Estate Forum</i> 40 under 40 list.</p> <p>Malcolm was selected for this year's list, and his nomination will publish in the October issue.</p>
<p><i>Western Real Estate Business</i>, Leading Lenders authored article, Lee (October)</p>	<p>Agency secured an opportunity for Jonathan Lee to submit an authored article for <i>Western Real Estate Business</i>' October issue regarding the current lending market, focusing specifically on the West.</p> <p>Agency worked with Lee to edit/finalize the article, and submitted it to the publication.</p> <p>Agency will monitor coverage as this publishes mid-October.</p>

<p><i>Shopping Centers Today</i>, Regional banks and recourse lenders, Yazdi (December)</p>	<p>Agency secured Shahin Yazdi an opportunity to be an expert source for an upcoming Capital Markets feature in the December issue of <i>Shopping Centers Today</i>.</p> <p>Shahin provided possible trend topics, which were presented to the editor for consideration. The editor chose the topic - Regional banks and recourse lenders have a growing appetite for all types of retail.</p> <p>Agency is working to schedule this interview in the coming weeks.</p>
<p>Press Release: \$31M L.A.-area University refinancing, Bram</p>	<p>Agency and Client discussed potential press release, as well as a byline article regarding this \$31M L.A. University's refinancing.</p> <p>Agency will disseminate press release once it has been finalized and approved by Client.</p>
<p>Press Release: JV Equity for S.D. Condo development, Davies</p>	<p>Agency gathered information from Client and began drafting press release.</p> <p>Agency has followed up and is awaiting additional details from Client. Upon receipt, the press release will be finalized and submitted to Client for review/approval.</p>
<p>Press Release: TBD, Jonathan Lee</p>	<p>Agency discussed possible deal publicity with Jonathan Lee for a deal he is closing in Mid-October.</p> <p>Agency will be gathering input from Client the week of 9/28 in order to prepare the press release prior to closing.</p>