

Unlocking the Secrets of How the Private & Public Sector Can Generate Hundreds of Millions in Revenue

PITTSBURGH—(March 13, 2014)—Carrie S. Holstead, Founder, President and CEO of Carrie S. Holstead Real Estate Consultants, Inc./ ITRA Global Pittsburgh (www.carrieholsted.com) and Vice Chairman of the Board of Directors for [ITRA Global](#), one of the largest organizations in the world dedicated to representing users of corporate space, will host Ronald R. Pollina, Ph.D., at an invitation-only corporate real estate seminar to be held from 8 a.m. to 5 p.m. on April 16 -17 in the Boardroom at the Fairmont Hotel in Pittsburgh, Pennsylvania. Dr. Pollina, Chairman Emeritus of ITRA Global, leads the Sale-Leaseback division of ITRA Global. He will reveal how the private and public sector can generate millions, or even hundreds of millions of dollars, with Sale-Leasebacks.



According to Ms. Holstead, “Sale-Leasebacks can be used to unlock capital from real estate and many other multi-million dollar assets. Sale-Leasebacks typically generate far more revenue than the sale of an asset, making them a powerful financial tool for the private and public sector. For example, in a recent project Ron and I looked at, we estimated the Sale-Leaseback would generate up to a 60 percent premium over the sale price of the asset without a lease, while still providing the seller with operational control. In our upcoming seminar, we will reveal the often overlooked uses of Sale-Leasebacks as well as how they can

unlock the maximum amount of capital from existing assets and for proposed projects.”

Adds Dr. Pollina: “Sale-Leasebacks are a compelling financing tool frequently used by Fortune 100 companies, but often overlooked by other companies and certainly by community, county and state governments. For the public sector, Sale-Leasebacks are growing as an alternative to bond financing.”

Dr. Pollina is the author of the nationally recognized annual *Top 10 Pro-Business States* study and has received press coverage by CBS, NBC, ABC, CNN and NPR. His latest book is *Selling Out A Superpower: Where the U.S. Economy Went Wrong and How We Can Turn It Around* (www.sellingoutasuperpower.com). Dr. Pollina’s opinions on real estate have been quoted in *The Wall Street Journal*, *Financial Times of London*, *Businessweek*, *Forbes*, *Chicago Tribune*, and *The New York Times*. In addition to being interviewed on television and radio, Dr. Pollina, as a lecturer, has made numerous presentations before groups throughout the U.S. and abroad. Dr. Pollina founded Pollina Corporate Real Estate/ ITRA Global Chicago in 1981.

Ms. Holstead is the Founder, President and Chief Executive Officer of Carrie S. Holstead Real Estate Consultants, Inc. / ITRA Global, the longest established tenant representation firm in Pittsburgh, Pennsylvania, and Vice Chairman of the Board of Directors for [ITRA Global](#). For information about her work or media appearances, visit www.carrieholsted.com.

To arrange a private meeting with Carrie Holstead and Ronald Pollina, Ph.D. at the seminar, or for more information about Sale-Leasebacks and how the private and public sector are using this powerful tool to generate revenue, contact Carrie Holstead at 412.833.1030 or carrie@carrieholsted.com.