

Insider's View To Corporate Real Estate

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Unlocking The Secrets Of How The Private & Public Sector Can Generate Hundreds of Millions In Revenue

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.