

## PROFESSIONAL PROFILE

### MARC POLLOCK

President / Broker  
Los Angeles, California



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### PARTIAL LIST OF TENANTS SECURED

Aaron Brothers Art Mart  
Auto Zone  
Barbeques Galore  
Blockbuster Video  
Cingular Wireless  
Cost Cutters  
Famima  
FedEX / Kinkos  
Flight Centre  
Frazee Paint and Wallcovering  
Frederick's of Hollywood  
Goodwill Industries  
H & R Block  
Herman Miller Company  
Jamba Juice  
Lenscrafters  
Oreck Vacuums  
Ortho Mattress  
Party America  
Petco  
Sprint PCS  
Thomasville Home Furnishings  
Sherwin Williams Paints  
Starbucks Coffee  
Subway Sandwiches  
Supercuts  
Trader Joe's  
Verizon Wireless  
Walgreens  
Waterworks  
Wells Fargo Bank  
Whole Foods Market

### PROFESSIONAL EXPERIENCE

Marc Pollock's specialty is the representation of property owners for the lease and sale of retail properties in and around Los Angeles, with a primary focus on the positioning of properties to attract national and regional chain retailers. In his 20+ years of retail property specialization, Mr. Pollock has personally consummated nearly 1,000 retail lease and sale transactions.

### SIGNIFICANT ASSIGNMENTS

One of Mr. Pollock's gifts is his ability to re-position failing properties. An example of his abilities would be the Ramada West Hollywood, a 175 room hotel-anchored mixed-use project in the heart of West Hollywood. As late as four years after completion of the project, the properties' ownership was still unable to affect a successful leasing program for the retail portion of the project. Combining creative marketing strategies, a knowledge of successful tenant mix, and his established tenant relations, Mr. Pollock created a retail component now considered the center of attraction for this neighborhood, securing many national and regional chain tenants, and achieving record rents for this area. The project now maintains a waiting list for upcoming vacancies. Significant sale transactions for Mr. Pollock include:

Barneys New York Flagship Portfolio Sale	\$170,000,000
Westward Ho supermarket chain	\$12,000,000
Westside Center, Westwood, California (Sold twice)	\$12,000,000
Home Depot Shopping Center, La Mirada, California	\$8,450,000
Pico Prime Center (12121 West Pico Boulevard), Los Angeles, California	\$6,500,000
Westwood Boulevard & Ohio Avenue	\$5,250,000
Kmart, North Hollywood, California	\$5,050,000
Sav Max Foods, San Leandro, California	\$4,200,000

### PROFESSIONAL AFFILIATIONS

- International Council of Shopping Centers
- Caltrans Adopt-a-Highway Participant
- California Licensed Real Estate Broker

### ACHIEVEMENTS AND RECOGNITION

Mr. Pollock has participated as a panelist at several real estate forecasts offering a front-line view of the Los Angeles retail market. In addition, Mr. Pollock has been selected to testify as an expert witness in various legal arenas, as well as offering testimony at numerous Los Angeles County Tax Assessor hearings, supporting values of Los Angeles area retail properties.