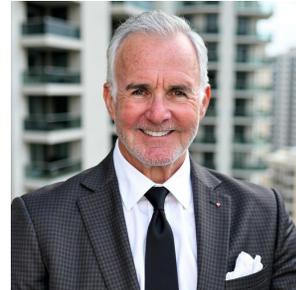


September 16, 2025

Jeffery Potter, BS & MRED

Expert Witness

Real estate developer, investor, owner/operator of commercial investment properties, licensed real estate broker, licensed general contractor, real estate investments and real estate finance



H&M Investment Advisors Inc.
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Newport Beach CA 92659

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Mobile: 832-628-1933
Email: Jeffery@HMInvestco.com
LinkedIn: [linkedin.com/in/jeffery-potter-35367411](https://www.linkedin.com/in/jeffery-potter-35367411)

Jeff has over 40 years of continuous experience in the construction and real estate development industry. Asset types including, residential, custom homes, land development and planning, business parks, industrial and industrial parks, multi-family, NNN Investments, mobile home parks and self-storage.

Oversaw and participated in over 4 million square feet of real estate developments, investments and construction projects.

Following is the CV of Jeffery's experience as an independent consultant and expert witness for construction defects, general contractor construction issues, real estate, real property development, property management, renovations, construction, real estate investments, real estate financing, deal structure, partnership structure (non-attorney), architecture and design, entitlements, zoning, permanent finance (take-out), construction financing (interim), bridge loans, financial analysis, best practices and general business.

These services frequently involve construction defect claims, design defect claims, peer reviews for due diligence studies, peer review for design code compliance and many other tasks and undertakings.

PROFESSIONAL EXPERIENCE:

Certified Disadvantaged Business Enterprise (DBE) – Hispanic, minority owned company

H&M Investment Advisors Inc., Newport Beach, California
Founding Principal, 2017 to present

Full Service commercial real estate advisory services and real estate broker

Corion, LLC; Santa Monica California

Director on part time basis for real estate development and advisor for multifamily, commercial development and the structuring of private equity as a partner
Santa Monica, California 2021

Tigre Investment Company, LLC, Newport Beach, California
Founding Member, 2015 to present
Full Service commercial real estate, real estate development and construction

Majestic Realty Co., City of Industry, California
Development Partner and real estate broker with Ed Roski, 2016

Daum Commercial Real Estate Services, Newport Beach, California
Associate Broker, partnered with Vice Chairman of Daum, 2013 - 2016

Deputy Director for the New Mexico Real Estate Commission
Appointed to the position by Governor Bill Richardson, 2013

Wilshire Securities, Inc. Broker-Deal, Los Angeles, California
Founder and Licensed Principal 22 & 39 licenses, 1985 - 1987

A-American Self-Storage, Los Angeles, California
Founder and General Partner, 1984 - 1995

Jeffery Potter, Licensed California Real Estate Broker #00964173, 1981 - Present

Jeffery Potter, Licensed California General Contractor #408893 (B1& C8), 1980 - Present

Olson & Potter Builders and Developer, Los Angeles, California
Founder and Partner, 1980 - 1995

Sagewood Homes, Newport Beach, California
Development Associate and minority investment partner, 1978 - 1980

Superior Gunite, N. Hollywood, California
Construction Manager and Construction Superintendent, 1977 - 1978

Farming - Bakersfield, Wasco, Arvin California. Running crews in the fields picking fruit (prior to university).

EDUCATION:

Dollinger Master of Real Estate Development (MRED)
University of Southern California, Los Angeles, California
Price School of Public Policy), 1995 and 2018

Bachelor of Science, Business Administration (BS)
University of Southern California, Los Angeles, California

Marshall School of Business, 1976

Master Certificate, Homeland Security (MS)
University of Southern California, Los Angeles, California
Price School of Public Policy (candidate), 2019

Graduate of Clark Construction Strategic Partnership Program
Intensive Executive-Level course of study, May 2024

CCIM - Certified Commercial Investment Member
(candidate, one class remaining class, #103)

Securities courses for licensure of NASD Series 22 & 39 licenses as a Broker-Dealer for Wilshire Securities Inc.

Various professional real estate, real estate development, finance, investment analysis, law, securities and construction classes, homeland security courses and continuing education.

CONTINUING EDUCATION:

Renewal Hours and tests for California Real Estate Broker's License

Orange County BAR – Classes:

Real Estate Law Section - Easements
July 22, 2025

Construction Law
August 6, 2025

Real Estate Section – Landlord Tenant Update
June 22, 2025

PETER FOWLER CONSTRUCTION SERVICES INC. – Expert Witness Classes:

"Expert Qualifications and Designations"
Aug 25, 2021

"Expert Declarations".
Sep 9, 2021

"Expert Testimony: Preparing and Delivering Deposition Testimony".
Nov 18, 2021

"Investigating Water Intrusion Claims in 5 Steps"
February 23, 2022

"Landlord-Tenant Disputes in 5 Steps"
Page 3 of 10

April 27, 2022

“High-End Custom Single-Family Home Litigation”

July 27, 2023

“Construction Defects from the Developer and GC Perspective”

August 14, 2025

West Coast Casualty Conference

May 2022 – Anaheim CA

“Allocation of Responsibility in Construction Claims”

September 23, 2023

Clark Construction – “Strategic partnership program (SPP)”

The SPP is an intensive 34 week executive MBA-style course targeted to local small business enterprises, including minority-, women-, and veteran-owned subcontracting and construction firms and features a curriculum designed to build business and project management competencies.

January – May 2024

OTHER RELEVANT EXPERIENCE:

Investor, principal, limited and general partner: industrial, residential housing, self-storage, retail, multifamily, land development, mobile homes, NNN Investments

Invested in syndicated real estate opportunities including REITS, self-storage, multifamily and biopharma

Construction

Construction Defects

General Contractor

Zoning and related issues and entitlements

Work out with Lender and investors

Bankruptcy

Finance

Partnerships and structure

Property Management

Tenant Landlord disputes and relationships

Mold, environmental issues, toxic waste, remediation

Property Management – financial accounting of income and expenses, tenant rights and evictions, late fees, cash for keys

Leasing, investment leasing

Sales & leasing

Real estate brokerage

Over saw the development, construction and or acquisition of 4 million square feet of various commercial and income producing assets

Real estate valuations –CAP Rates, price per square foot, income approach, replacement costs, Net Present Value (NPV), Future Value (FV), Internal Rate of Return (IRR), Discount Cash Flow (DCF), Equity Multiple (EM)

Real Estate Appraisals, reviews, market valuation, and other approaches for valuations

Multifamily operator, sponsor and limited partners
Self-Storage operator, sponsor and limited partner
Industrial operator and sponsor
Retail and neighborhood retail (shopping center) operator, sponsor and limited partners
Presented to numerous public and municipal entities for entitlements, zoning, approval, real estate development, planning and land use and economic issues
Part of the team to provide tax base for bonding issues in Southern California
Guest Lecture and presenter at universities, colleges and private individuals
Construction, commercial, residential and heavy engineering
Estimating, and budgeting for construction
Project Management and supervision of projects on a "turnkey" basis
Entrepreneurial structure
Corporate structure and fund raising
Design-Build
Best Practices
Best Efforts
Expert on urban infill development
New construction, renovations and historical rehabs and renovations
Team Leader
Reporting to banks, lenders, investors and strategic partners
Budgeting and operations
Security back by Deeds of Trust, Notes, Title, defaults, foreclosure, estimated damages
Due Diligence and check list
Extensive knowledge of design, project managements, construction disciplines, concepts, best practices, making "places" in design, public spaces, principles and methods
Skateboard parks
Art in public places
Bond financing
Financial underwriting of the investments
Bidding, cost estimating, value engineering of construction projects and design
Designing and planning of the real estate and construction projects
Finance and financing of real estate and real estate development
Capital raising for debt and equity
Debt and equity structure and the capital stack
Prepared loan packages and submittals for banks and lenders
Designed and implemented parcels maps and subdivisions
Supported Civil Engineers in cross easements and reciprocal parking
Co-authored Covenants Conditions and Restriction (CC&R) with attorney
Syndications of real estate
Limited Partnership structuring
General Partnership structuring
Limited Liability Companies and Single Purpose Entities
Lease Negotiations - for NNN, Gross, Modified Gross, Net, month-to-month
Drafting Leases with AIR and various industry forms
Negotiate financing for construction loans (interim, shore term) and permanent financing (long term)

Loan documents and loan documentation
Lender negotiations and documentation for – construction financing and permanent loans

Master Plan Committee Member for the development of 3,000 acres
Analysis of a group of office buildings that were paying over market rental rates and advised a state-owned entity on how they could reduce their operating expense
Financial analysis and underwriting of investments
Presentation of real estate investments
Construction cost analysis
Cost segregation analysis for depreciations schedules
Historical Tax Credits
Asset Management
Appraisal – Broker Opinion of Value
Property management
Risk analysis
Highest and best use
Real estate brokerage services
General Contractor Services
Absorption studies
Lease abstract analysis, studies and reports
Investor relations
Mentorship to entrepreneurs, USC undergraduate and graduate students and private individuals
Financial underwriting, investment presentations, market analysis, due diligence, institutional capital
Market studies and economic analysis for absorption, vacancy factors, rental rates, pro forma projections
Site planning
Underwriting real estate finance models with XLS

INSTRUCTOR /LECTURER:

California State Polytechnic University, Pomona, California
Guest lecture for real estate finance, development and mentorship
Anthony W. Orlando, Ph.D.
Assistant Professor | Finance, Real Estate, & Law | California State Polytechnic University, Pomona
Donor's Scholar of Analytics | College of Business Administration | Cal Poly Pomona
Visiting Scholar | Federal Reserve Bank of Atlanta
<http://www.anthonyworlando.com/>

University of Southern California (USC), Los Angeles, California
C. Kerry Fields, Esq.
Guest Lecture real estate, real estate development, real estate investments

University of Southern California (USC), Los Angeles, California - MBA program for law on
"Workouts with banks and lenders"

Mentorship – Various undergraduate and graduate students, experienced individuals in real estate, general business and finance. Most can be found on my linked in: www.linkedin.com/in/jeffery-potter-35367411

University of California Los Angeles (UCLA), Los Angeles, California – various group presentations on real estate development and investments

Self-Storage Association (SSA) – self storage development, risks and issues

Orange Coast College (OCC) , Costa Mesa, California - Home building programs

Oregon Real Estate License Program, Portland, Oregon

State of New Mexico Real Estate Commission and Boards, Albuquerque, New Mexico

Guest Lecture – USC, UCLA, Cal State Pomona, Orange Coast College

PROFESSIONAL CERTIFICATIONS, LICENSES – PAST AND PRESENT:

California Real Estate Broker, License Number 00964173

California Real Estate Broker (Corporate), License Number 02088327 for H&M Investment Advisors, Inc.

California General Contractors License. Licenses Number 408893: B1, General and C8 Concrete Specialty

Oregon Real Estate Broker

Nevada Department of Business and Industry, Real Estate Division – Broker’s License B1001389

Series 22 & 39 – Broker – Dealer and Principal for Securities

New Mexico Real Estate Broker

New Mexico General Contractor

Armature Radio Operator License Number – WN6LCL

Citizen Band Radio Operator – KQX 0306

Texas All Lines Insurance Adjustor License – good in 32 states

MEMBERSHIPS, PAST AND PRESENT:

Project Healing Waters Fly Fishing, National Trustee and National Treasurer

Los Angeles County Bar Association

Raise Masters 2023, 2024

Rainmaker U

Santa Fe Adventure Racing Team

Orange County BAR Association

NAIOP – National Association of Industrial and Office Parks - Prior

California Association of Realtors - Prior

CERTIFIED DBE, Caltrans and the City of Los Angeles

SEAK

Homeowners Associations – through ownership of multiple commercial properties

Southern California Fraud Investigators’ Association

Long Beach Honorary Police Officers Association

AIR Commercial Real Estate Association

Jonathan Club, Los Angeles, California

Jonathan Club Beach Club, Santa Monica, California

Jonathan Club Golf Club, Los Angeles, California

University of Southern California General Alumni

University of Southern California Cardinal & Gold
University of Southern California MRED
USC Athletic Fund Board of Director
Delt Tau Delta, Delt Pi Chapter Fraternity at University of Southern California
Navy Yacht Club of Long Beach
Little Ships Fleet Yacht Club, Long Beach
Los Caballeros
Catalina Island Conservancy
Elks Club, Newport Beach
CCIM
NAIOP
Securities Exchange Commission
Citizen's Oversight Committee – Board of Directors for public schools as a private citizen
TAP – Board of directors for the advancement of water issues to the public
Various Boards of Directors for LLC and Corporations
Board of Directors for Economic Development Financing with Al Lavalier
Self-Storage Association
Leadership New Mexico

PROFESSIONAL AFFILIATIONS PAST AND PRESENT:

Beavers – Heavy Building Industry
Building Industry Association
CCIM- Certified Commercial Investment Member
Los Caballeros
USC Lusk Center for Real Estate
General Plan Advisory Committee
Fraternity officer
Various officer, board of director positions
Self-Storage Association
Building Industry Association
Chamber of Commerce
City of Santa Fe Springs, Art in Public Space Program originator
City of Maywood, Member of the General Plan Advisory Committee
President of Santa Fe Business Park Homeowners Association
Board Member – Economic Development Committee for SBA Loans
Santa Barbara Historical Society

BUSINESS VALUATIONS – INDUSTRIES:

Multifamily
Anchored retail and community shopping centers
Construction and contractors
Self-Storage
Industrial, distribution, distribution centers, trucking facilities
NNN Investments (Triple Net)
Mobile Home Communities
Investment Analysis of Real Estate and construction

Offering Memorandums and financial projections
Land and land development
Land Uses
Real Estate
Investments of real estate and business
Medical buildings
Real Estate Brokers
General Contractors
Sub-Contractors
Investors, General and Limited Partners
GP and LP structures
GP and LP waterfalls, pref returns and dilutions
Offering Memorandums
Residential, 4 units and under
Residential, single family

OTHER REPRESENTATIONS AND ENGAGEMENTS:

Authored the Operations Manual and set up best practices for the New Mexico Real Estate Commission

Authored with corporate real estate attorney multiple new Homeowners Association (HOA) for a business park with multiple buildings, cross easements and reciprocal parking

Investigations and analysis for REA (Real Estate Agreements)

Analysis and underwriting for various investments, real estate investments, NNN investment, LP / GP Agreements and Offerings

Wrote Business Plan to produce a continued income stream to the State of New Mexico and Real Estate Commission for Continuing Education classes on a for profit model

Authored and enacted a new Homeowners Association (HOA) for a business park that was sold by a city entity after the city donated the land

Authored and implemented the program for Art in Public Space for the City of Santa Fe Springs and made the first donation of public art

General Plan Advisory Committee Member for the City of Maywood to acquire bonding to grow their infrastructure

Advisor to various Redevelopment Agencies in Southern California

Assisted a commercial bank in Century City with a customer that stole funds from the construction loan
Consulted with an investment family on developing self-storage on their land with little to no basis so that they could derive and income from the property

Developed various business plans for investors, individuals and corporations

Land development for farming in Southern California and Central California

Farming and investments in farming

Conduct financial due diligence for ground up development

Conduct due diligence on land that acquired from an estate and evaluate for the highest and best use in Utah

Presented a program to recapitalize an undercapitalized company

Evaluate multifamily investments for third party investor

Prepared and presented investment synopsis, executive summaries and offering memorandums (OM)

PUBLICATIONS AND WRITING:

Western Real Estate News

Project Healing Waters Fly Fishing

The Telios Expedition with Dr. Andrew Thorn, MBA on mentorship

Leading With Your Legacy In Mind: Building Lasting Value In Business And Life - Available March 21, 2014 and Published by McGraw-Hill

State of California, Historical Landmark

USC – MRED, MBA UCLA, OCC, Cal State Pomona, guest lecturer

Who is Who in Real Estate, Southern California

Metrobank – Wall Street Journal – Article and tombstone

Jonathan Club Magazine

SSA: Self-Storage Association

Skateboarder Magazine

NAIOP: National Association of Industrial and Office Properties

Software, Apps and Language:

Conversational Spanish

Apple OS

Microsoft Suite

Slack

Microsoft Office

Power Point

Argus

Morse Code