



California Market Watch, June 17, 2009

## Jeff Meyers Brings Capital Raise Experience to Advisory Group

**Corona del Mar, California** – June 17, 2009 – Jeff Meyers is highly regarded as the real estate industry's leading strategist in market research. He built his reputation as a housing market expert as the founder of the Meyers Group, a real estate data provider and consulting firm that grew to a nationwide company with 20 offices and 300 employees nationwide. Since selling the company to Hanley Wood, he has worked in both land development and consulting. His experience in growing Meyers Group nationally, his former experience in land development and his relationship with Ivy Zelman who works close with hedge funds has further honed his skills in networking with capital partners and capital raises. Meyers Builder Advisors now has the experience and skill set to prepare and present due diligence packages, business plans and detailed financials to assist in the negotiation of deals between a homebuilder or developer and investor or capital partner.

In his capacity at Meyers Builder Advisors, Jeff has provided insightful guidance in asset strategy including:

- Assisting private equity source to determine **NOT** to purchase the Barclay's debt in the Landsource assets. Five hedge funds purchased the debt and it now trades at 20% of the purchase value. Builder Advisors careful analysis saved the private equity source well over \$100M.
- A bid of the Landsource Newhall assets located in Santa Clarita Valley. Jeff offered his strategic insight in developing the market analysis, business plan, and cash flows with a private developer. Within a month, the developer was able to secure \$200 million with a private equity source. Meyers continues to work with client to place capital in other large strategic investments.
- Securing a capital partner for a private builder in order to purchase a total of eight assets within the Barratt American portfolio. Under his guidance, the Builder Advisors team provided timely market analysis, business plan, cash flows and capital structure.

Meyers Builder Advisors has evolved into a more full service advisory firm providing the analysis needed to assess an asset, with insight into macro-economic and local competitive markets, as well as entitlement constraints and financial opportunities.

### About Meyers Builder Advisors

[Meyers Builder Advisors](http://www.builderadvisors.com) brings together a talented pool of consultants with a strong understanding of the homebuilding industry and the market dynamics that drive it. Combined, the team boasts over 100 years of market experience, with a wide range of services including site specific analysis, strategic workouts, due diligence, and forensic analysis. The group has advised on a wide range of residential product types throughout the United States and has successfully assisted a long list of builders, developers, and financial institutions.

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