

FOR IMMEDIATE RELEASE



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June 2, 2010

Meyers to Present at Capital Forum

Included in the day of Capital Markets discussions at PCBC will be a presentation by Jeff Meyers, Principal of Meyers Builder Advisors. Mr. Meyers specializes in on-going advisory services and manages all consulting assignments for several top ten public home builders through his direct involvement with land acquisition strategies, product development, segmentation, and positioning. He is highly regarded as an industry expert for real estate trends and issues.

In his presentation, Mr. Meyers will aim to answer one simple, yet important question – What do private and institutional debt and equity sources *really* want? Included in this answer will be information about cost of capital, preferred rates, return requirements, geographic preference, market forecast and more. Some of our preliminary findings include:

- 85% of respondents believe we are “at the bottom” of our current cycle.
- Single Family Land Development is the most popular investment target.
- 60% of equity firms expect 20% to 25% IRR.

Get all the results, along with some “color commentary” from Mr. Meyers on Thursday, June 10, 2010 at 9.45AM – 10.30AM.

Upcoming Events

June 30, 2010: Southern California Executive Roundtable

About Meyers Builder Advisors

[Meyers Builder Advisors](#) 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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