

An aerial, black and white photograph of a dense city skyline, likely Toronto, featuring numerous skyscrapers and the prominent CN Tower. The sky is overcast with soft clouds. The image serves as the background for the entire page.

CBRE

PROFESSIONAL PROFILE

BARBARA BARDOS

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BARBARA BARDOS

VICE PRESIDENT | APARTMENT SPECIALIST

Barbara Bardos has over 20 years of commercial real estate experience. Providing multi-residential, land and investment brokerage services, Barbara's strength lies in developing and maintaining strong relationships by consistently providing honest and innovative real estate solutions. Her success at CBRE lies in her ability to apply aggressive negotiating strategies to consistently exceed her clients' expectations and set new benchmarks for values in Toronto and across Ontario. Barbara provides services to a variety of prestigious investors, developers, institutions and users.

Since joining CBRE in 1996, Barbara has built a balanced book of business between investment and land transactions. Currently she focuses mainly on multi-residential dispositions and acquisitions in the Greater Toronto Area and markets throughout Ontario. She has successfully completed over half a billion dollars worth of apartment and townhouse transactions. She works with a team of best-in-class financial analysts, appraisers, and consultants, ensuring the highest level of service and professionalism.

CLIENTS REPRESENTED:

- City of Toronto
- Canada Lands Company
- The Ontario Realty Corporation
- Development Bank of Canada
- Manulife Financial
- Sun Life Financial
- Standard Life
- Royal Bank of Canada
- Plaza Corp
- Lanterra Group
- Conundrum Capital Corporation
- Medallion Corporation
- Laurentian Bank of Canada
- The Georgian Group
- The Sorbara Group
- Strathallaw Group
- Monarch Construction
- Equity Builders



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- CASE STUDIES
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WHAT I DO

I typically market a property using one of two listing types: Modified Tender Process or List & Sell. These two listing types can be adjusted to meet the specific requirements outlined by each individual vendor. I will recommend a marketing plan based on the specific characteristics of your property.

MODIFIED TENDER PROCESS:

The Modified Tender Process involves presenting an offering to the market with no asking price. This removes any actual or perceived price ceiling and encourages purchasers to submit aggressive initial offers. The offering date is typically 30-45 days following the marketing launch. This time-line allows the offering to be adequately canvassed without becoming stale. After the first round of bids are submitted, proponents with the best offers are shortlisted and asked to resubmit their best and final offers. This process generates a competitive bidding environment, which is essential in generating the highest return for our vendor.

This process can:

- result in higher pricing
- shorten the due diligence periods
- create a competitive environment
- shorten negotiation times
- allow the vendor to maintain control of the process

LIST & SELL:

The List and Sell Process involves setting a price for a property and presenting the offering to the market. This process does not limit the achievable price for a site. We regularly meet or exceed the listing price. Under certain circumstances, we recommend holding back offers for 30 days. This generates a competitive bidding environment and allows the market to dictate the true value of a site.

MARKETING PROCESS

The marketing process typically runs for four to six weeks and highlights the subject property to its fullest potential. Working with marketers, graphic designers, planners and agents, our marketing process delivers a full scope of the property to the most qualified purchasers.

MARKETING TOOLS



PROFESSIONAL PHOTOGRAPHY

High-resolution photos and aerials are taken to ensure professional imagery is available for all marketing materials.



BROCHURE

A double-sided, high-gloss colour brochure is created for the property. We will launch the property electronically first, followed by our direct mail campaign.



CONFIDENTIAL INFORMATION MEMORANDUM

A Confidential Information Memorandum (CIM) with pertinent information about the property is created by our team. Once purchasers are qualified through our Request for Qualification process and have signed a Confidentiality Agreement, they will receive an electronic copy of the CIM.



ADVERTISEMENTS

An advertisement is placed in the Globe and Mail. It is Canada's foremost news media company and its print and digital formats reach over 6 million readers every week, with the Report on Business magazine reaching over 1.5 million readers through every issue.



SIGNAGE

If desired by the vendor, prominent site-specific "PROPERTY FOR SALE" signs are placed on the property to help maximize exposure.



MAILING

A double-sided, high gloss postcard is designed and mailed out to our exclusive database of qualified purchasers in the industry.



CAMPAIGN LOGIC

Detailed, and interactive marketing emails are sent to qualified purchasers from our extensive buyer database on a weekly basis.



CBRE SHAREFILE

The Confidential Information Memorandum and due diligence materials are uploaded to Sharefile, enabling prospective purchasers to access documents upon authorization to the secure online site.

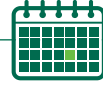


CASE STUDIES

CBRE

262 JARVIS STREET

TORONTO, ONTARIO



November 2018



\$225,352/Door



\$16,000,000

PROPERTY PROFILE

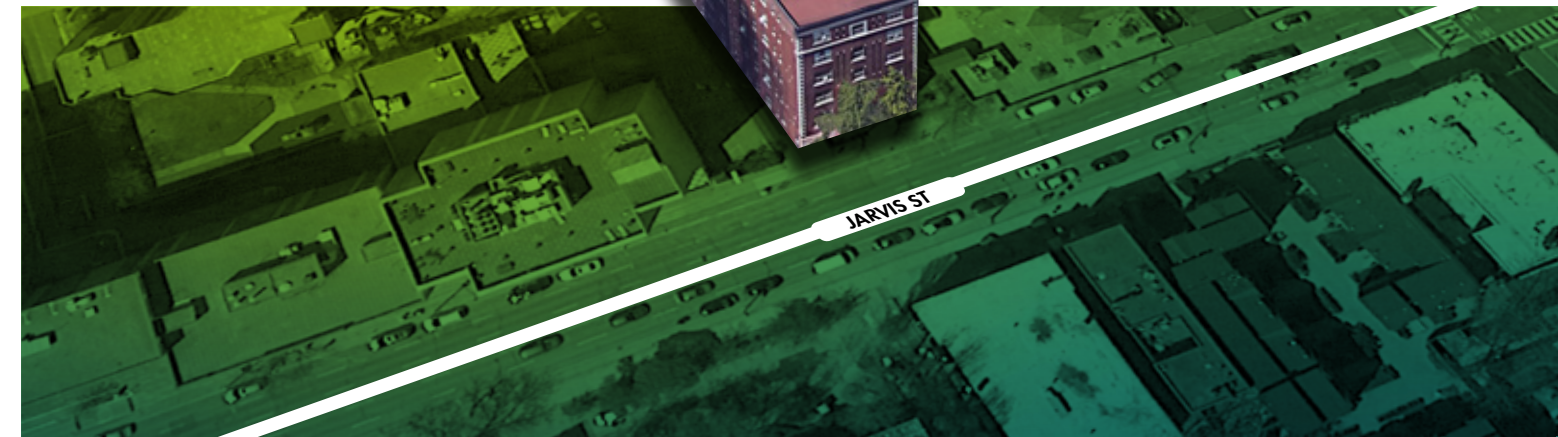
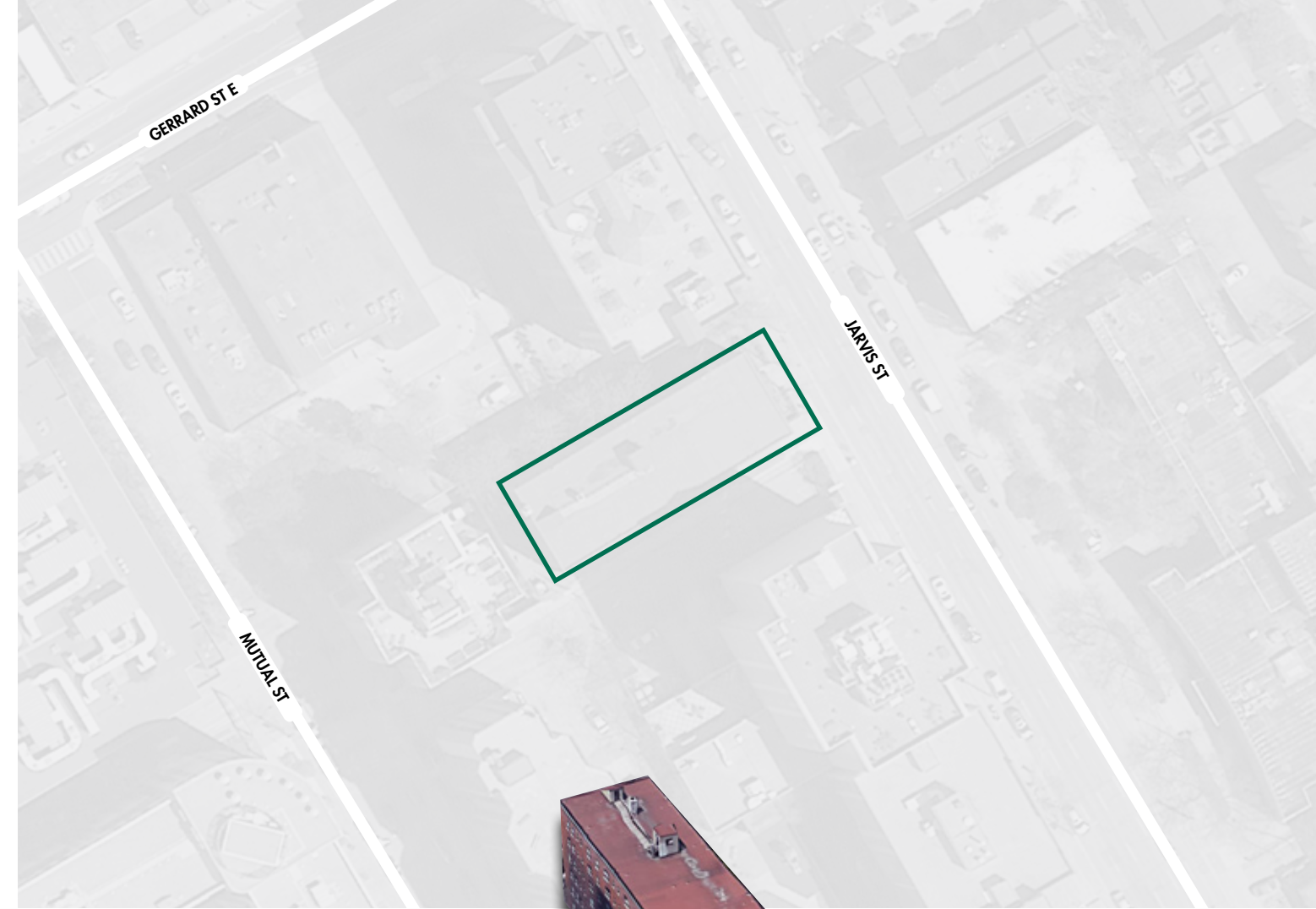
The property is situated in a prime location just northeast of the downtown core, within the Church - Yonge corridor. It is within walking distance of the Toronto Eaton Centre, Yonge - Dundas Square, Ryerson University and the University of Toronto. This area is considered one of the most walkable neighbourhoods in Toronto. It has access to nearly 1300 restaurants, bars, coffee shops, a flagship Loblaws, LCBO, Mattamy Athletic Centre and Allan Gardens just across the street. The building consists of 71 suites with bachelor suites of various sizes and layouts. The lot size is approximately 11,500 square feet, lending itself to a potential redevelopment opportunity in the future.

MY ROLE

I worked with PlazaCorp to identify opportunities with future redevelopment potential. I conducted a search of viable properties that met the client's requirements through my extensive database which catalogues all multi-residential buildings, detailed building information and ownership contact information. After strategic canvassing, I brought a motivated building owner and PlazaCorp together.

THE RESULT

Outside a listing mandate and without multiple offers, negotiating can be challenging. It was critical to build trust with both parties in order to maintain negotiations and reasonable expectations on both sides. PlazaCorp moved quickly on my recommendation and a conditional deal was agreed upon. I acted for both parties and worked with their respective solicitors to quickly resolve issues, collect information and make necessary arrangements throughout the deal period, resulting in a firm deal with a significant deposit to assure the vendor. The transaction successfully closed on November 30th, 2019.



1, 7, 9 GLEN ROAD & 24 HOWARD STREET

TORONTO, ONTARIO



December 2018



\$330,357/Door



\$9,250,000

PROPERTY PROFILE

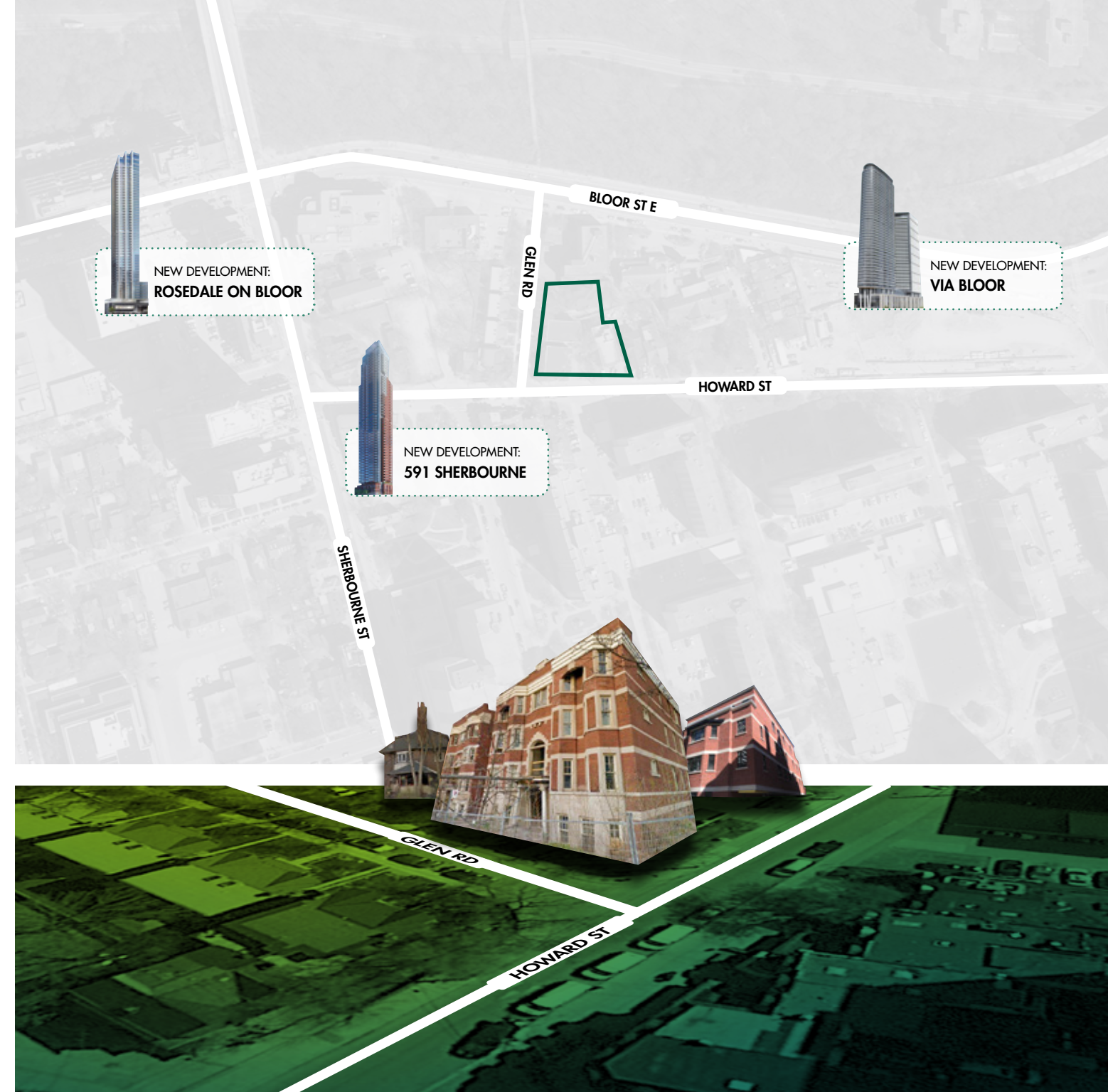
The portfolio includes four low-rise multi-residential buildings at the corner of Glen Road and Howard Street, just northeast of Toronto's downtown core. The combined total lot size is approximately 20,490 square feet. These exquisite buildings are a mix of classical style architecture from the turn of the century, containing exceptionally large suites with tremendous potential for high-end luxury rentals. The portfolio also includes a newly-built modern and stylish apartment building with premium quality finishes throughout including oversized suites, corridors and doorways. The building features an elevator, large terraces, superior building systems including Bosch furnaces with air conditioning in each suite. Each unit also has an en suite laundry. All suites are separately metered for electricity and gas on turnover. This prime location is surrounded by an abundance of shopping, dining and entertainment opportunities. Close to the upscale Yorkville and Bloor Street Shopping district, it is within ten minutes from downtown, University of Toronto, Ryerson University and George Brown College. The neighbourhood is currently undergoing a major transition as several new condominium developments are underway.

MY ROLE

The major challenge I faced was that the portfolio was made up of a group of assets that vary greatly from one another in terms of quality. The heritage buildings required some expertise and significant capital upgrades all under the scrutiny of the Ontario Heritage Act. The new rental replacement building would be encumbered as it would need to offer affordable rents to its tenants for several years and would sell without in-place income making financing a challenge. Furthermore, a buyer would need access to significant capital as the existing combined income at the time of sale would not support adequate financing. I needed to identify potential buyers that could meet the unique challenges of the site.

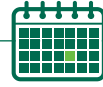
THE RESULT

The portfolio was launched in August 2018 for a period of six weeks and fully exposed to our network of apartment investors and developers which resulted in a firm deal. The transaction closed on December 14th, 2018 for a purchase price of \$9,250,000 representing a cap rate below 2%.



36, 46 DUKE STREET & 39, 43, 47 BOLD STREET

TORONTO, ONTARIO



February 2016



\$87,402/Door



\$11,100,000

PROPERTY PROFILE

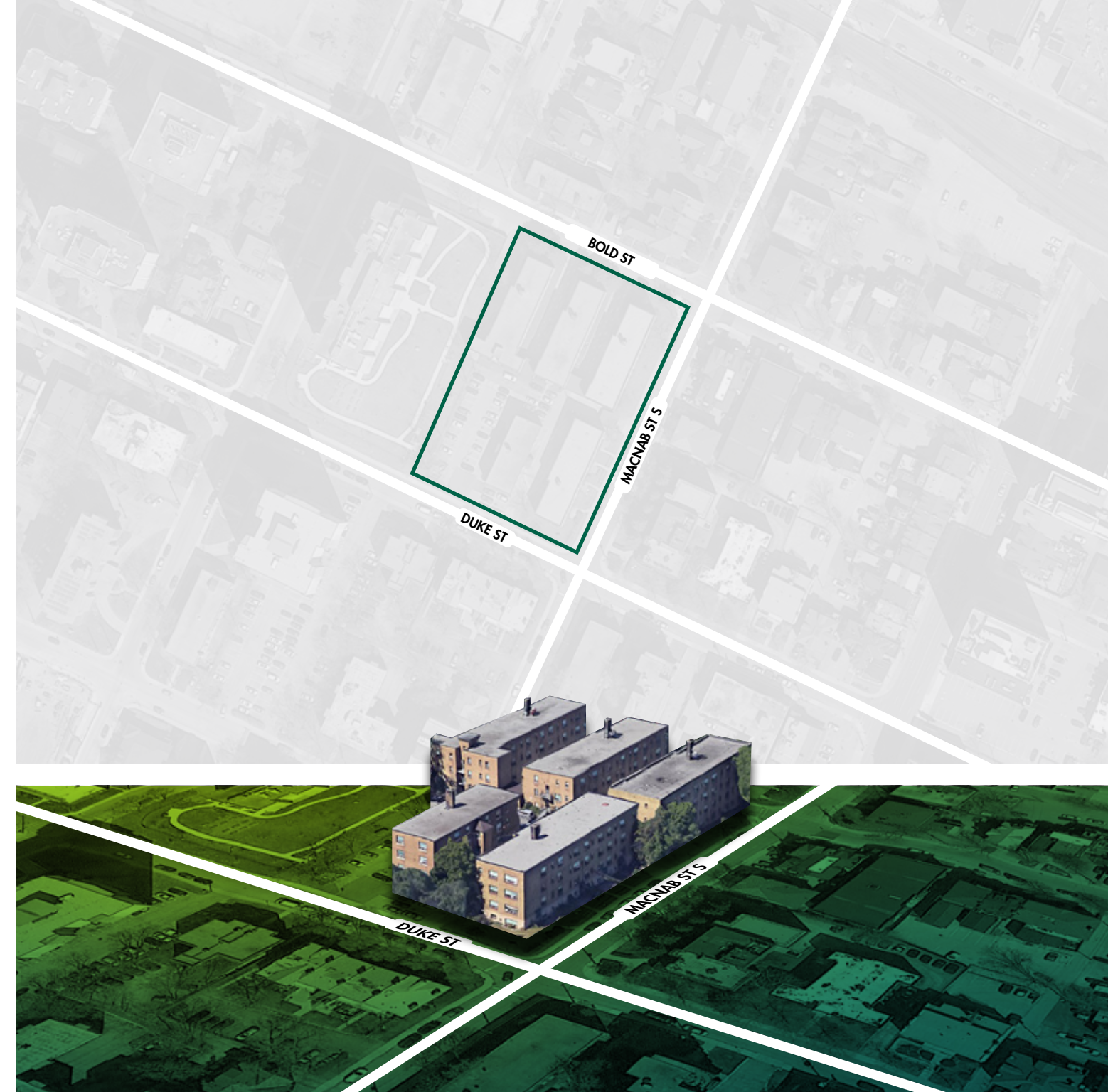
The property is located in the heart of downtown Hamilton, within walking distance of the Hamilton Go Station, St Joseph's Hospital, Hess Village, and the proposed LRT. It consists of five low-rise apartment buildings on five separately-titled but contiguous lots with a total lot size of 1.31 acres. The property is comprised of 127 suites in total.

MY ROLE

At a quick glance, I realized that the asset was under-performing. However, there was significant future upside on turnover if there were adequate upgrades to common areas and suites. I engaged our in-house consultants for a cost analysis and conducted a complete rental audit to establish achievable rents once the property underwent renovations. I also explored the future redevelopment of the property given its high-density residential zoning and unique make up of five separately-titled, contiguous lots. I established various development scenarios to maximize efficiencies in developing the property to its highest and best use and achieve the best returns. I examined purpose-built rentals versus a condominium development or combination of both. The underwriting was extensive, however, well worth it given the potential of the property and the buyers I aimed to attract.

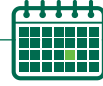
THE RESULT

After a four-week marketing period and full exposure to the market, several offers were received. The property was sold firm to Medallion Corporation for \$11,100,000. Medallion owns and operates over 15,000 suites in Ontario with several in the Hamilton area. As they also have an active development arm, Medallion was an ideal buyer for this acquisition.



5 BENLAMOND AVENUE

TORONTO, ONTARIO



February 2017



\$241,818/Door



\$13,300,000

PROPERTY PROFILE

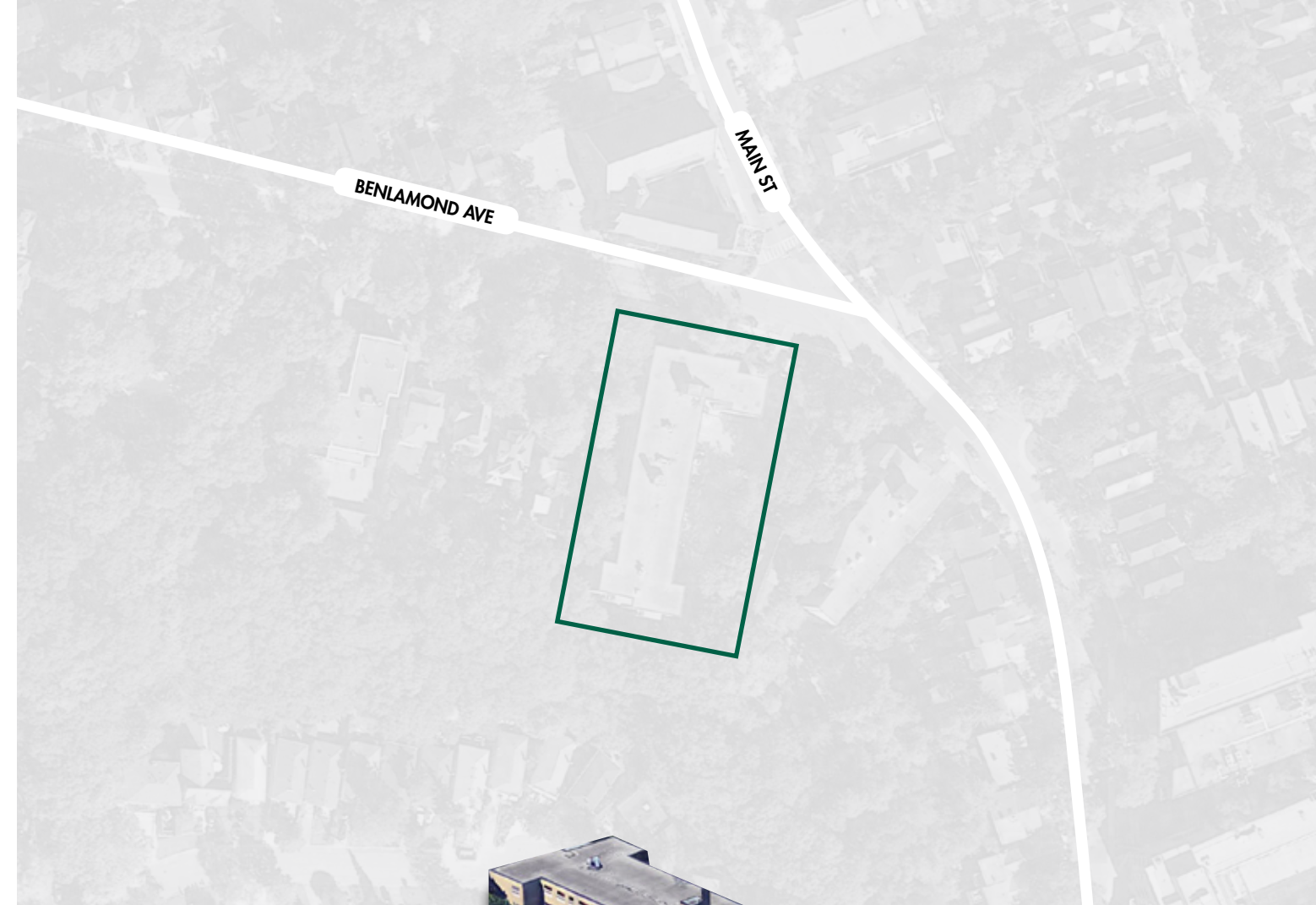
This property is located in the trendy Upper Beaches neighbourhood, nestled on a quiet residential street, backing onto a ravine-like setting. The building is a four-storey apartment dwelling containing a total of 55 residential rental suites - most of which are large two bedroom units.

MY ROLE

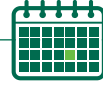
I instantly recognized the value-add opportunity for a potential investor. I demonstrated the potential upside that could be achieved if units were renovated on turnover and market rents were realized. A full rental audit was carried out and data was collected from similar opportunities in the area to support my analysis. A marketing campaign was launched for a four-week period resulting in multiple offers.

THE RESULT

After a third round of offer submissions, I successfully sold the property to a private local investor for \$13,300,000, representing a purchase price of over \$240,000 per unit; unprecedented for the area at that time.



399 & 400 VODDEN STREET EAST BRAMPTON, ONTARIO



October 2012



\$190,282/Door



\$14,461,400

PROPERTY PROFILE

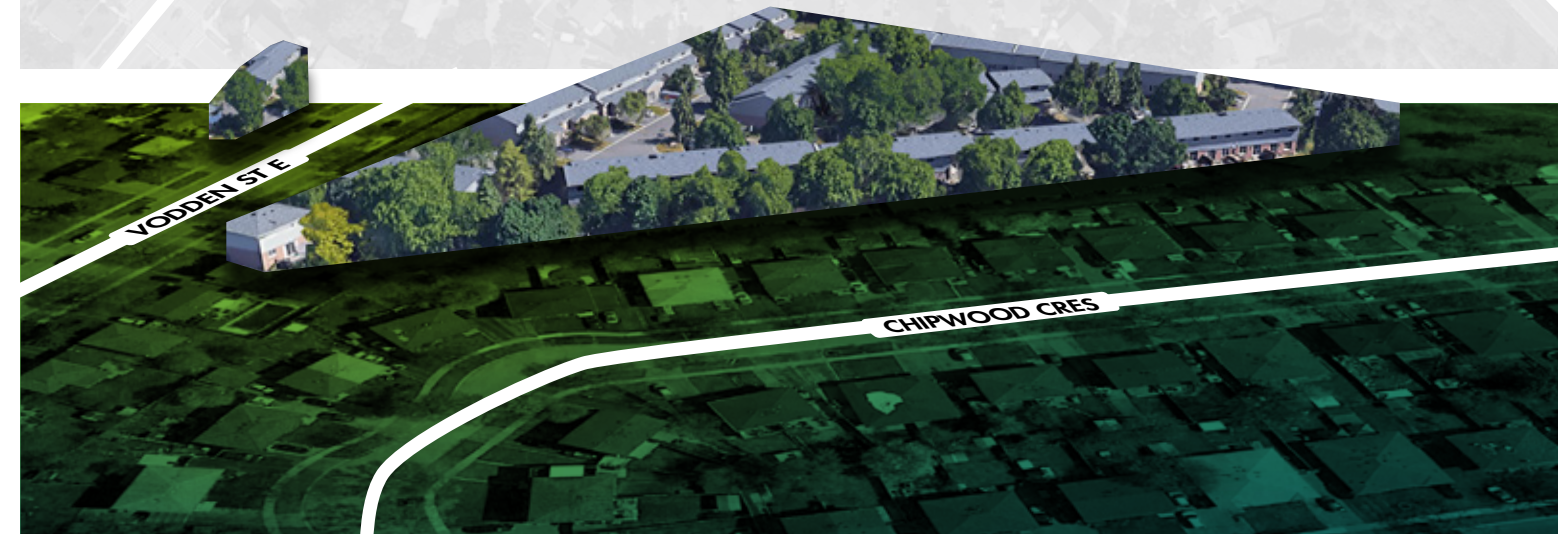
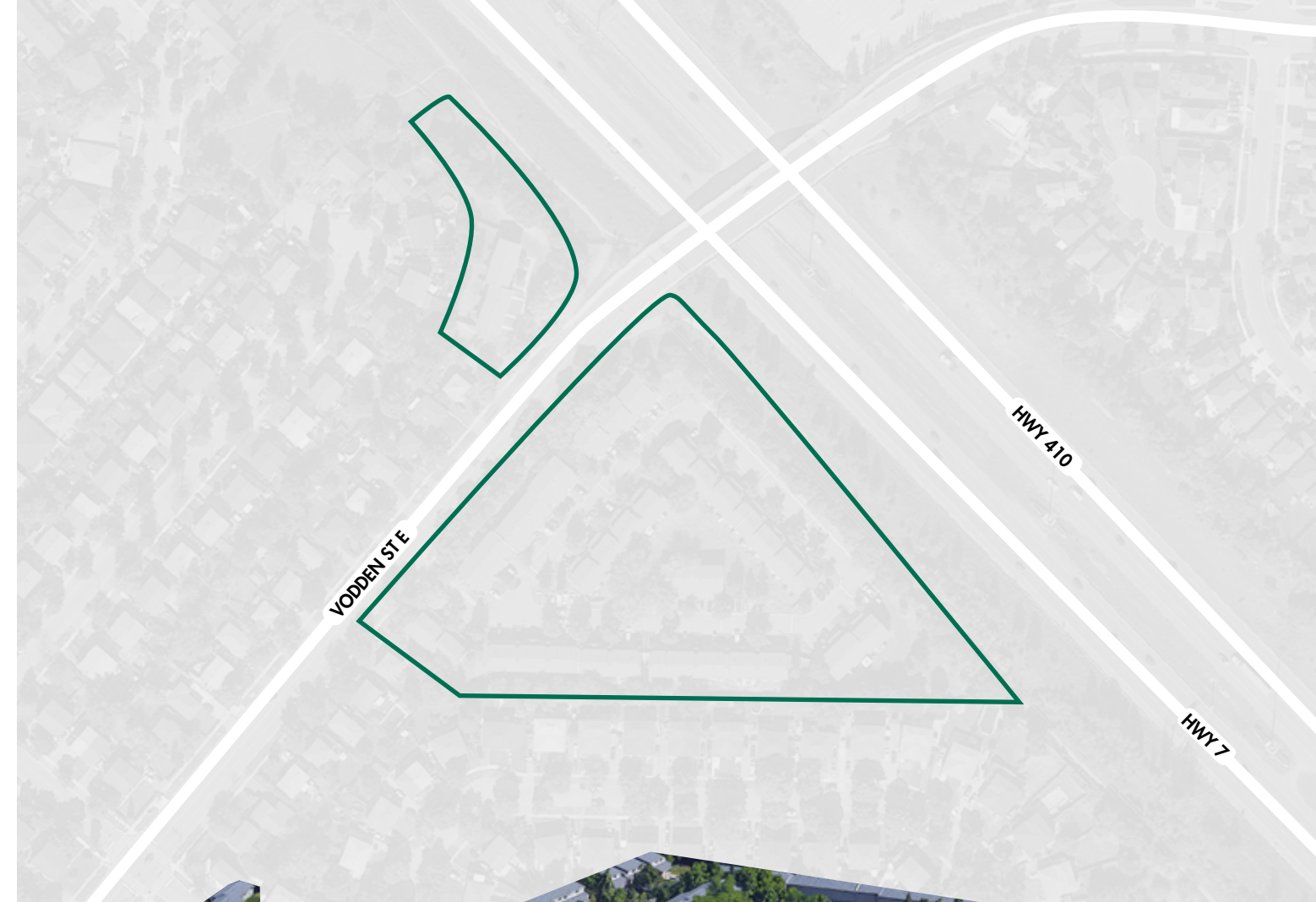
The property is situated on a cul-de-sac in an established and attractive residential neighbourhood within close proximity to Brampton's downtown area and central business district. The property is a complex of 76, two-storey, three bedroom rental townhouses on 6.11 acres. Each unit is approximately 1,100 square feet and was fully occupied at the time of sale.

MY ROLE

My role was to identify the right buyer who would maximize pricing based on the property's condominium status. This approach would significantly enhance the overall investment return to a new owner whereby they could sell individual units to end-users or investors for a significant profit. With this business model in mind, the vendor would achieve a higher price as compared to an investor continuing to rent the property and value the opportunity on an investment basis.

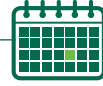
THE RESULT

The property was sold for almost \$14,500,000 to a company that specializes in purchasing condo-titled properties operating as rentals and then redistributing individual units to investors. This business model significantly enhanced the value of the property and exceeded the vendor's price expectation.



172 SHERWOOD AVENUE

TORONTO, ONTARIO



September 2015



\$301,528/Door



\$5,427,500

PROPERTY PROFILE

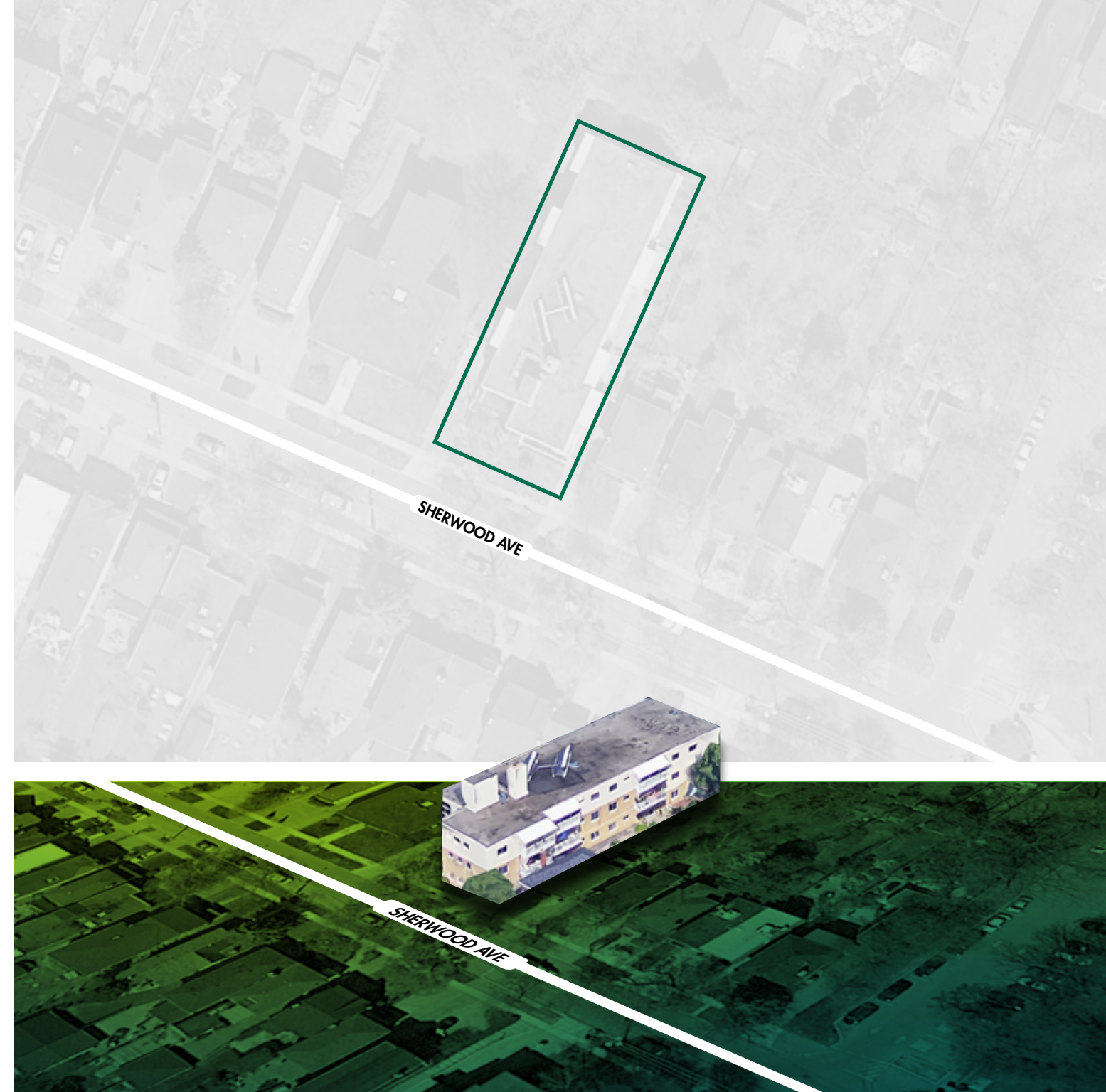
This property is located in one of Toronto's most desirable neighbourhoods, North Toronto, on Sherwood Avenue, steps away from the entrance of Sherwood Park. The building consists of a three-storey, 18-suite apartment building equipped with an elevator and underground parking. It is located just east of Mount Pleasant Road and north of Eglinton Avenue. The property enjoys an abundance of shops and restaurants within walking distance along Yonge Street. The area boasts excellent transit, schools, and recreational facilities, achieving top-notch rents from tenants.

MY ROLE

I was hired by Greenrock to fully expose the opportunity to my database of over 2,700 qualified buyers to achieve the best price for the property. I employed a modified tender process and after a five-week marketing campaign, several offers were received.

THE RESULT

After consideration of all offers, a few were selected to resubmit their best offer. Based on my recommendations, the property was sold to the highest bidder at \$301,528 per unit, representing the highest price per door of any transaction in 2015, setting a new precedent.



55, 57, 59, 61, 65, 67, 69, 71 JOHN PERKINS BULL DRIVE TORONTO, ONTARIO



May 2017



\$262,500/Door



\$15,750,000

PROPERTY PROFILE

The property is located in the Downsview area at Keele Street and Sheppard Avenue West as part of the largest master planned community in Toronto. The site is approximately 1.17 acres. There are two new 3.5 storey buildings containing 60 beautifully appointed, stacked rental townhomes that were under construction at the time of sale. The vendor, Mattamy Homes, Canada's largest development firm, had purchased the site in 2015. The entire site was to be developed with over 540 residential suites, of which a portion were required to be affordable rental units, including the subject properties.

MY ROLE

Given my background in development and ongoing working relationships with CBRE's Land Services Group, I was hired by Mattamy Homes to market the properties on a forward-purchase basis. Because the buildings were under construction and would be sold vacant of tenants or in-place income, financing was going to be a challenge. Furthermore, certain restrictions, including potential rental income, would affect the property for several years as per a Section 37 Agreement with the city and would need to be assumed by a new owner.

THE RESULT

After fully exposing the property to my extensive network of buyers, I was able to procure several offers from qualified buyers. A few were then shortlisted resulting in Morguard Corporation emerging as the strongest buyer. The transaction was completed in May 2017 for \$15,750,000.





CANADA LANDS COMPANY LIMITED
SOCIÉTÉ IMMOBILIÈRE DU CANADA LIMITÉE



Due to her expertise and market knowledge of commercial real estate and the apartment industry, as well as her interpersonal skills and attention to detail, I feel compelled to write this letter to express my sincere appreciation and total satisfaction of her handling and successful completion of the transactions in a professional and timely manner.

Based on the foregoing, I would not hesitate to recommend Barbara to other Sellers and/or Buyers but on customer service and professionalism, Barbara is my first choice.

- SHAFFIQUE KASSAM
Acquisition & Financing



ABOUT CBRE

CBRE Group, Inc. (NYSE: CBG), a Fortune 500 and S&P 500 company headquartered in Los Angeles, is the world's largest commercial real estate services firm.

CBRE Limited has been established in Canada for 35 years. CBRE began operations in Canada under the name Coldwell Banker Inc. in 1983. Today, we have over 75,000 employees and serve real estate owners, investors and occupiers through more than 450 offices worldwide. Our professionals strive constantly for a clearer understanding of the global and local marketplace and the new opportunities they present. Our clients depend on our ability to see the landscape ahead and translate these perspectives into a tangible difference. Using our strength, resources and passion, CBRE helps clients successfully anticipate market opportunities, seize competitive advantages and achieve their real estate objectives.

Our core services include Advisory & Transaction Services (Industrial, Investment, Retail, Land and Hotel), Global Corporate Services (Facilities Management, Project Management, Lease Administration, Transaction Management and Consulting) and Fee Services (Asset Services, Valuation and Advisory, Debt and Structured Finance and Market Research). Using this platform, we are able to utilize every avenue and provide the highest level of market reach.

“*We are the premier, globally integrated, commercial real estate services and investment firm.*”



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Market exposure is an important component to achieving the best price for your property. Foreign investment into major Canadian cities has been a major driving force in the Toronto market. Having the largest platform that extends to all corners of the globe gives our clients a significant advantage.

- BARBARA BARDOS
Apartment Specialist



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NEW LAWRENCE
EXTRACTS

No.1
FOOD
MARKET
IN THE
WORLD
NATIONAL
GEOGRAPHIC



The CBRE logo is displayed in white, bold, sans-serif capital letters on a dark green rectangular background that has a pointed bottom edge.

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PROFESSIONAL PROFILE | **B A R B A R A B A R D O S**

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