



Balfour Pacific

Firm Says “CoStar Helps Keep Us at the Top of Our Game”

Company Credits CoStar for Timely Transactions and Credibility with Partners

Balfour Pacific is a top-performing private equity real estate firm focused on value-added investments in the United States. Balfour Pacific’s success is built on a disciplined and opportunistic investment culture, partnerships with savvy local partners, and an ability to move quickly and confidently on transactions. Investing on behalf of institutions and high-net worth investors, the firm seeks property assets in high-growth, undervalued markets located near gateway and secondary cities.

“Our strategy involves identifying assets in markets with strong fundamentals and prospects. CoStar provides useful information and analytics that allow us to evaluate the market in which a target asset is situated,” says Matthew Hudson, Principal, Acquisitions, Balfour Pacific. “We leverage this information to make informed decisions, which is a contributing factor to successful investing.”

CoStar Helps Expedite Reaching Goals

According to Hudson, Balfour Pacific sought to accelerate its market leadership by achieving three main goals:

Timely Transacting: “CoStar is a one-stop-shop for relevant commercial real estate and market information, allowing us to evaluate opportunities and complete due diligence in a timely fashion.”

Transparency in Transactions: “As a widely-used market standard, CoStar provides common ground, facilitating negotiations.”

Credibility: “CoStar is a market leader, utilized and respected by partners, transactors and lenders alike. The information gathered from CoStar supplements other data points we use to put credible offers and terms together.”

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"Our team is lean, but highly effective, in part due to our ability to leverage platforms like CoStar. Tools like CoStar allow us to execute transactions in a timely, well-thought out and professional manner. This helps us achieve a good investment pace and a best-in-class reputation in the industry," explains Hudson. "CoStar allows us to expedite our market research, which is particularly useful when we are entering new markets and have to make quick decisions."

A Powerful Platform for Commercial Real Estate Professionals

Due Diligence is important for clients like Balfour Pacific when looking to mitigate risk. CoStar's comprehensive underwriting reports contain everything clients need to know about a property, including comparables, market information, construction pipeline, forecasts and more. "We leverage CoStar's underwriting reports in evaluating prospective acquisitions. Market dynamics along with vacancy, sale and lease comparables as well as market absorption are examples of metrics that we consider as we evaluate investment opportunities and strategies," says Hudson.

The data from these reports help in assessing valuations and mitigating risk. Balfour Pacific has emerged as a top performer among North American private equity real estate firms. "CoStar allows us to quickly familiarize with and assess new markets and provides data to help us evaluate the attractiveness and risks of an investment. We are ultimately judged by our investment returns and having access to a broad and comprehensive dataset is certainly helpful to that end." Furthermore, Hudson adds, "CoStar provides a comprehensive source of peer and recent transaction information, which provides additional data points in determining valuations for target acquisitions."

Further, Hudson explains, "We have referenced CoStar's metrics and analysis in meetings with investors, our advisory board and our investment committee. At times, this has allowed us to preemptively address questions, display industry expertise and strengthen our recommendations."

Comprehensive Data - An Important Factor in a Winning Strategy

Balfour Pacific's investment performance is a testament to their winning combination of a disciplined strategy and strong team. "We, like other CoStar clients, benefit from the aggregation of data and market information the CoStar platform provides."

In a fast-changing economic marketplace, access to accurate, verified and timely information is of significant value to CoStar clients. Hudson explains, "Ultimately, we are judged on our returns, which stand out among our cohort because we buy, sell and manage strategically and

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opportunistically. Quality information is indispensable in this regard. CoStar enables us to reach our goal which is to continue creating significant value for our current investors, who we view as long-term partners."

Flexible and insightful tools allow Balfour Pacific to maintain a steady investment pace. "Over and above site visits, both broad and granular information at our fingertips help us assess a property and its market fundamentals, which mitigates investment risk."

The CoStar Advantage

CoStar maintains an active dialogue with clients, listens to their needs and responds to them quickly. In addition to one-on-one customized training, clients can access live and pre-recorded training webinars to help tap into CoStar's full value. "We appreciate the periodic outreach from CoStar to train our team. It is always good to have a real person on the other side of things. However, we do also find CoStar to be a great standalone tool conducive to independent use," says Hudson.

Another key resource is CoStar News, which keeps clients up-to-date on the latest transactions and industry trends. CoStar has an award-winning team of journalists across Canada, US and the UK that are dedicated to delivering information on the events that shape and influence the market. "The news information we receive daily empowers us with industry and market intelligence, helping us stay on top of our fast-changing market."

Hudson adds a final thought: "The market is becoming increasingly efficient. Being on top of all market activity is no longer a competitive advantage but rather a must-have. CoStar helps us understand new markets in a short period of time. Simply put, CoStar helps keep us at the top of our game."

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