Private Investment Perspectives on Brownfield Redevelopment

Washington Brownfields Conference
May 30, 2019
Agenda

• What Motivates Brownfield Redevelopers
• Why Engage a Brownfield Redeveloper?
• Precursors for Investment Interest
• Top 5 Ways Government Entities Can Attract Investment Dollars
• What to Look for in a Brownfield Redeveloper
What Motivates Brownfield Redevelopers

What we think of ourselves as a Brownfield real estate investor

What others might think we are like

What our friends think we are like

What it’s really like
Why Work With a Brownfield Redeveloper v. DIY

The Why

- Peace of mind
- Time
- Speed

The How

- Risk Management
- Specialized Expertise
- Source of Capital
Precursors for Investment Interest

- Motivated seller
- Attractive purchase price
- Manageable impairment
- Fundamental real estate value in an active market
Top 5 Ways Government Entities Can Attract Investment Dollars

- Tax incentives
- Problem-solving Mindset
- Environmental Studies
- Proactive Marketing of Brownfields and Local Market
- Clear Community Vision
What to Look for in a Brownfield Redeveloper

Key Criteria

- Secured funding
- Track record of performance
- Environmental expertise
- Desire to remediate and repurpose for productive use

Sample Questions to Evaluate a Purchaser

- What remediation guarantees or liability transfers can they offer?
- Is funding already available for the purchase?
- What are their plans to remediate and redevelop?
- How quickly can they close?
Conclusion

By removing known hurdles for redevelopers, you will increase your chances of attracting private investment to remediate Brownfields in your community.

Hurdle of **Risk:**
Gather information and commission environmental studies

Hurdle of **Return:**
Evaluate potential financial incentives in light of return to community and future tax $ 

Hurdle of **Time:**
Minimize “red tape” that slows progress
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