

**ROY J. SCHNEIDERMAN, CRE, FRICS  
PRINCIPAL**

Roy Schneiderman has been providing real estate consulting services since 1984. Clients have included property owners, pension funds, developers, REITS, financial institutions, law firms, and various public sector entities. Particular areas of expertise include real estate investment analysis, due diligence, development feasibility, real estate investment strategy, transaction negotiation, valuation, and real estate litigation support.

Roy has experience with all core real estate types, as well as single-family residential development, hotels, and some educational facilities, with a particular emphasis on ground leased properties and urban redevelopment. He has analyzed properties valued in excess of \$5.0 billion throughout the United States.

#### REAL ESTATE CONSULTING HISTORY

After receiving his M.B.A. from Berkeley, Roy began working with Keyser Marston Associates (KMA) in San Francisco in 1984. KMA was and remains a prominent regional real estate consulting firm specializing in the review and analysis of real estate opportunities for public sector entities. His focus in the early years of his career was on financial modeling, property valuation, and development feasibility. Properties were primarily urban infill and redevelopment opportunities. He left KMA in early 1989 to begin a one-year sabbatical overseas.

Upon returning to the United States in 1990 Roy began working at Deloitte & Touche, a Big 6 international accounting and consulting firm. During his tenure at Deloitte & Touche, Roy's practice focused on appraisal review, property valuation, and investment strategy, and included a substantial amount of work undertaken for the California Public Employees' Retirement System.

In 1994, correctly sensing that Deloitte & Touche was not committed to maintaining a real estate consulting practice in San Francisco, Roy joined Sedway Group (initially Sedway Kotin Mouchly Group). He became a partner in Sedway Group in 1996, and functioned as the firm's Chief Operating Officer from 1997 through its acquisition by CB Richard Ellis in 1999. During his years at Sedway Group/CB Richard Ellis, Roy's practice continued to focus on investment analysis, real estate valuation, and real estate investment strategies.

In March 2001, after almost seven years with Sedway Group/CB Richard Ellis, and over 15 years providing real estate consulting services, Roy founded Bard Consulting. Bard Consulting's mission is to provide strategic real estate counsel to clients throughout the real estate industry.

Today Bard Consulting continues to provide strategic real estate thinking to institutional clients such as the California State Teachers Retirement System (CalSTRS) and the California Public Employees Retirement System (CalPERS), several private investors, and public sector clients including the Bay Area Rapid Transit District (BART) and Cal Poly Pomona. On occasion, Roy also provides expert testimony in real estate litigations.

## EDUCATION

University of California at Berkeley; Berkeley, California  
Master of Business Administration (real estate and finance), 1984  
Editor of the Business School newspaper

Yale University; New Haven, Connecticut  
Master of Arts (Philosophy), 1980  
University Scholarship

Beloit College; Beloit, Wisconsin  
Bachelor of Arts (Philosophy and Religious Studies), 1977  
Phi Beta Kappa

## PROFESSIONAL AFFILIATIONS

Member, Counselors of Real Estate (CRE)

- Past President of the Northern California Chapter
- Past Chair of the National Chapter Activities Committee
- Member of the National Communications Committee
- Member of the National Membership Development Committee

Fellow of the Royal Institute of Chartered Surveyors (FRICS)

Sustaining Member, Real Estate Research Council of Southern California

Member, of the Editorial Board of Real Estate Issues magazine

Member, of the NASD Dispute Resolution Board of Arbitrators

Member, of the National Council of Real Estate Investment Fiduciaries (NCREIF)

Member, Pension Real Estate Association (PREA)

## SPEAKING ACTIVITIES AND PUBLICATIONS

Roy has been a panelist at the Appraisal Institute's Fall Conference. He has been a guest lecturer at the University of California at Berkeley as well as an instructor at the California Redevelopment Association Institute. He has had articles published in The American Banker newspaper as well as Appraisal Management magazine.