

San Juan Capistrano, CA • 949-833-3608 • CraigCoopersjc@gmail.com • www.linkedin.com/in/craig-a-cooper

Strategic **Real Estate Executive** with a proven ability to capitalize on market opportunities that drive strong and sustained contributions to revenue, profit and asset value. **Proven problem solver** and trusted business advisor who develops innovative solutions to complex business challenges that improve liquidity and achieve financial goals. **Adaptive change agent** with expertise across portfolio management, acquisitions, property disposition, lease restructuring, complex negotiations, site selection, facility relocation and commercial development.

**High-integrity leader** and entrepreneur successful in cultivating high-performing teams and forging enduring relationships with key decision-makers within leading organizations including GE Capital, Tigor, Fidelity National Title, IMPAC Companies, CKE Restaurants, Alamo Title and Chicago Title Insurance, to name a few. Top 15% finisher in World Ironman Championship. Notable contributions:

- **Site Consolidation:** Researched Orange County market and identified appropriate site to consolidate multiple divisions of IMPAC Mortgage into single 74,000 sq. ft. office building to accommodate growth.
- **Complex Negotiations:** Negotiated terms and conditions for 200,000 sq. ft. Class "A" build-to-suit office lease on major business artery close to John Wayne Regional Airport.
- **Acquisitions | Asset Disposition:** Conducted valuation of Hardee's non-performing assets following its acquisition. Established specialized team to coordinate marketing and disposition of closed restaurants and excess land. Executed sale of 450 corporate units, generating \$156M in revenue.
- **Lease Restructuring:** Represented CKE Restaurants in negotiating the restructure of over 230+ lease agreements with landlords, delivering NPV savings of \$56M+ and the reduction of long-term liabilities.
- **Corporate Relocation:** Identified site in St. Louis market with improved layout and amenities for Corporate Headquarters, while negotiating existing lease extension. Ultimately executed new lease to relocate into 42,000 sq. ft. Class "A" office space, generating \$2.2M in savings over current lease obligation.

### Core Capabilities that Drive Results

- Strategic Planning
- Market Research | Analysis
- Portfolio Management
- Asset Optimization
- Contracts | Negotiations
- Strategic Alliances
- Operations Management
- Acquisitions | Sales | Dispositions
- Lease Restructuring | Buyouts
- Office Development
- Relationship Management
- New Market Demographics
- Site Selection | Land Issues
- Letters of Intent
- Purchase Agreements
- Permitting | Zoning
- Relocations

### A Career of Optimizing Assets to Maximize Business Value

**MERIDIAN PACIFIC CORPORATE REAL ESTATE ADVISORS**, San Juan Capistrano, CA 2005 – Present  
*National commercial real estate advisory firm specializing in property disposition, multi-state commercial real estate portfolio management, lease restructuring analysis and property valuations. (www.merpac.com).*

#### PRESIDENT

Rejoined company and became sole owner upon retirement of partners in 2005. Oversee all day-to-day operations including business development, client relations, marketing and administration. Leading efforts to refocus on nationwide property evaluations and dispositions, leasing and asset restructuring. *Representative transactions:*

- Brokered sale of 350 non-performing restaurant locations for CKE Restaurants yielding \$125M+ in revenue. Negotiated sale of 38 properties with title defects, generating \$11.6M in revenue.
- Renegotiated 230 lease agreements, delivering \$56M+ in NPV savings. Saved client \$1.65M through renegotiation of 37 distressed restaurant leases.
- Executed 40,000 sq. ft. divisional headquarter office facility, capturing \$2.2M in savings over 10 years.
- Represented national title company in sale/leaseback agreements for seven properties, yielding \$6.7M.
- Led site investigation and selection for La Salsa chain of fast-casual TexMex restaurants.

**ORION REALTY GROUP**, Santa Barbara, CA  
*In-house real estate group of Fidelity National Title.*

2000 – 2005

### SENIOR VICE PRESIDENT

Recruited to spearhead nationwide initiative aimed at disposing of non-productive assets of Fortune 500 client. Researched throughout the country to identify most qualified retail professionals on state-by-state basis.

- Assembled and led multi-market network of real estate specialists in disposing of 350+ non-performing corporate-owned stores of CKE Restaurants.
- Generated \$300M and slashed long-term liability by \$150M across 30 states.

**MERIDIAN PACIFIC COMMERCIAL REAL ESTATE**, Newport Beach, CA

1987 – 2000

*Boutique Orange County commercial real estate company focused on office development, leasing and sales.*

### MANAGING GENERAL PARTNER

Established real estate organization with three partners, taking leadership role in running all aspects of day-to-day operations including administration, marketing, hiring/staffing, and vendor relations. In addition, personally developed clients and negotiated commercial real estate transactions on behalf of businesses ranging from start-ups and small businesses to large organizations.

- Built company from the ground up and scaled to team of 10; hired and trained new brokers and support staff.
- Established strong network of developers and builders throughout southern Orange County.
- Represented a mortgage company in the closing of multi-state offices, consolidating operations in Orange County, CA and eventually acquiring six-story office building to act as corporate headquarters. Played pivotal role in directing exterior renovation and interior build-out through collaboration with architect, contractors and tenants to meet the requirements. Worked with city planning agency on approvals and entitlements.
- Served as expert witness in constructive eviction case on behalf of Doeltz Networks, Inc.

### Earlier Career

**Real Estate Salesperson**, Frost Trinen Partners | Cushman & Wakefield

Served as lead broker, representing Beverly Hills Savings & Loan on sale of 14-acre REO property in Orange County to Landmark Asset Management. Advised on optimal site use, resulting in highly successful development of four two-story office buildings totaling 144,000 square feet, which achieved 85% occupancy within 24 months.

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## Education

**BS in Accounting**, University of Southern California, Los Angeles, CA  
Member of Swim Team

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## Licenses

Real Estate License—State of California

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## Hobbies and Interest

Guitar, Swimming, Cycling, Tennis

Top 15% finisher in World Ironman Championship in Kona, HI – the most prestigious endurance race in the world

Participant in multiple cycling camps at base of Pyrenees Mountains in Murgia, Spain

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