



GEOFFREY M. KASSELMAN, SIOR, LEED AP - PRESIDENT, OP2MIZE, LLC

Geoff is the founder and President of Op2mize, a cutting-edge firm that provides comprehensive transaction and advisory services to property owners and space users by combining traditional real estate fundamentals with ROI-driven building intelligence and sustainability best practices. Additional expertise in governmental incentives, facility modeling and computer simulation enables Op2mize to develop solutions that *optimize* operational efficiency in conjunction with real estate utilization and investment. Op2mize is a Cisco Systems Registered Partner, a Citrix Silver Certified Partner, a DQI Trailblazer, and is actively involved with SIOR, AIRE, NAR, NICAR, ITA, and USGBC. Previously, Geoff founded Studley’s Industrial Services Group and Governmental Incentives consulting practice. He began his career at Insignia/FC&S, leaving as managing director/vice president after 10 years. Over his 21-year career, Geoff has completed over 800 transactions totaling more than \$1 billion. In

the past year, Geoff was awarded the CommercialForum Gold Award for Leasing-Industrial and the *Illinois Real Estate Journal* Excellence Award; he has also been named to *Realcomm Advisory’s* “Top 35 People to Watch” list for 4 straight years; has received the “Most Creative Transaction of the Year” Award from SIOR/Chicago; has been a four-time “NAIOP Transaction of the Year” Finalist; and was a Finalist for the *Chicago Sun-Times* “Industrial Broker of the Year”. He is a frequent author of industry articles and a nationally-recognized speaker. He earned a BGS from the University of Michigan.

AREAS OF EXPERTISE

Geoff has considerable experience in representing a variety of space users and owners locally and nationwide. Over the course of his career, he has handled a wide array of office, retail, industrial, data center and investment-oriented projects. His current focus is on providing strategic solutions such as portfolio analyses, deal restructuring, operational efficiency, and integration of “intelligent building” concepts and sustainability into all facets of commercial properties. Geoff excels in his creativity and project complexity, having completed many build-to-suits, sale-leasebacks, 1031 Exchanges, synthetic leases, controlled sales, and municipal assisted financings, in addition to traditional deal structures.

SELECTED CLIENTS*

Client	Size (SF)	Location	Assignment
PepsiAmericas	67 Facilities	Midwest USA	Portfolio Analysis/Transactions/Gov’t Incentives
Marriott Distribution Services	14 Facilities	Nationwide	Portfolio Analysis/Deal Restructuring
Tootsie Roll Company	2,000,000	Chicago	Consulted/Leased Excess Space
Flying Food Fare	1,291,000	Chicago	Eminent Domain Consulting/Investment Purchase
New York Life Insurance Company	1,200,000	Suburban Chicago	Portfolio Leasing/Disposition – 11 Properties
Home Products International, Inc.	1,100,000	Nationwide	Multiple Transactions/Projects Throughout USA
UPS Properties	928,000	Bolingbrook, IL	Portfolio Leasing/Disposition – 5 Properties
Overseas Partners Capital Corp. (UPS)	826,000	Chicago	Purchased Office Building (333 W. Wacker)
Rheem Manufacturing Company	720,000	Chicago	Plant Disposition/Government Incentives
CenterPoint Properties	635,000	Suburban Chicago	Acquired 4 Building Portfolio
Assemblers Inc.	593,000	Chicago / Alsip, IL	Leased Manufacturing/Distribution Facility
Swingles Furniture Rental, Inc.	450,000	Nationwide	16 Retail/Distribution Center Leases in 24 Mos.
DHL Airways, Inc.	282,000	Midwest USA	22 Leases / 3 BTS’s in Midwest USA
Chernins Shoes	260,000	Chicago	“Controlled Sale” Disposition of 4 Properties
The Form House/Diam International	221,000	Bedford Park, IL	Facility Modeling/Restructured Lease/Gov’t Incentives
Freedman Seating Company	200,000	Chicago	Acquired Manufacturing Plant + HQ
NACA Logistics/Direct Container Line	197,000	Itasca, IL	Leased/Renewed 3PL Distribution Center
Luster Products	190,000	Chicago	BTS of HQ + Plant/Warehouse
AirLiance Materials	185,000	Chicago	Consulted on Corporate HQ BTS for Lease
Cardinal Health	169,000	Aurora, IL	BTS of Distribution Center
Charles Schwab & Company, Inc.	150,000	SFO/Nationwide	Leased Corp. HQ + 12 Retail Locations in U.S.
GNB Battery/Exide Technologies	150,000	IL / TX / CA	Restructured NA HQ + Leased Regional DC’s
UPS Properties	250 Acres	Bolingbrook, IL	Sold Land + Business Park
Pizzuti Development	60 Acres	Bolingbrook, IL	Acquired Land for Business Park Development
Bollinger Ruberry & Garvey	65,000	Chicago	Restructured/Expanded Law Firm Lease
Fagel & Haber	45,000	Chicago	Relocated Expanding Law Firm
National Assoc. of Realtors/Chas. Schwab	15,000	Chicago	Leased Michigan Avenue Retail Space
MeadWestvaco	14,000	Schaumburg, IL	Consolidated Suburban Offices into Single Location
* Dozens of smaller projects	> 5,000,000	Nationwide	Office/industrial/data center/retail/land/investment

OUTSIDE ACTIVITIES

Geoff is the Past President of AIRE (2005) and the SIOR-Chicago Chapter (2004). He was recently an Executive Officer of SIOR; an Executive Board member of the University of Michigan Alumni Association; and a member of the Realcomm Advisory Board. In his spare time, Geoff enjoys coaching youth sports, digital photography, and international travel.