

# G. MATTHEW SILVERS

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## SENIOR CORPORATE REAL ESTATE EXECUTIVE • STRATEGIC BUSINESS LEADER

Enterprising real estate/business professional with extensive background scaling real estate-based business concepts. Site selection specialist with heavy consumer branding focus. Commercial real estate value creation/transaction management expert with strong design and development skillset. Recognized for superior deal generation ability and “results” orientation. Corporate strategist with natural sales/marketing and business development proclivity, complemented by inherently forward-thinking outlook. Naturally consultative disposition with approachable and “open” team-building sensibility. Regarded for ability to cultivate and maintain long-term relationships and valued for highly developed professional network.

### CORE COMPETENCIES

- Site Selection
- Deal Sourcing & Facilitation
- Acquisitions & Dispositions
- Growth & Disposition Strategy
- Design & Development
- Value Creation
- Structuring & Negotiating
- Critical & Strategic Thinking
- Professional Network Creation
- Team Building & High EQ
- Relationship Management
- Consumer Branding

### PROFESSIONAL EXPERIENCE

#### Chief Development Officer/Senior Vice President Real Estate & Brand Development

**Flix Entertainment LLC, Round Rock, Texas**

**June 2012 to Present**

Multi-unit, retail enterprise growing to 12 total locations and \$100 million+ in top line revenue by 2021. Function as the *de facto* Chief Revenue Officer of the company, responsible for all enterprise growth and expansion, including but not limited to business plan development, all real estate strategy and implementation, equity raising, as well as all corporate marketing and brand development.

- Increased gross revenue 10x between 2012 to present through new store openings.
- Designed and executed company’s business growth plan to attract institutional equity and instrumental in the placement of over \$22 million in third-party capital.
- Handle all site selection, deal generation, evaluation and structuring, including LOI and lease negotiation process. Develop highly detailed investment package and pro forma analysis for every new real estate opportunity worthy of CEO and board consideration.
- Created expansive and highly productive broker/developer/owner network in target markets to ensure “first look” at all new opportunities, including the creation of deep real estate pipeline for all deals through 2021.
- Supervise all Flix Brewhouse architecture/engineering, development and construction nationwide, including Vice President of Construction and all outside third-party service providers.
- Co-designed innovative and scalable prototype Flix Brewhouse building, including all interior design and physical branding.
- Developed and introduced novel “art and science” approach to site selection, combining rigorous in-market, brand-aligned analytical techniques with industry-leading data and technology tools to develop and prove/disprove real estate hypotheses.
- Function as the guardian of Flix Brewhouse brand and between 2012 and 2018 led development and implementation of all marketing and advertising for the company, including the creation and management of a full marketing and content department.
- Serve as General Counsel on an "as needed" basis.

#### Owner and Managing Principal

**Ag3 Advisory Services, LLC, Austin, Texas**

**March 2009 to Present**

Outsourced transaction management, real estate brokerage and consulting company, focused on investments, acquisitions, development, operations consulting, as well as corporate “roll out” programs. Identify, create and evaluate real estate investment and development opportunities for entities and individuals ranging from multi-billion dollar corporations to high net worth investors. Responsibilities include site selection work, development consulting, 1031-exchange placement, and tenant representation.

- *Tenant Representation:* Manage process of identifying, evaluating and presiding over the site selection process for a range of retail and healthcare concerns.
- *Acquisitions/Dispositions:* Work with numerous private and institutional buyers of cash flowing retail properties, as well as office, medical office and industrial properties in locating and evaluating assets that meet each client’s acquisition

parameters, including initial market and financial analysis. Make recommendations regarding the prospective purchase of each asset and the potential to find and create value.

- *Development*: Source development and redevelopment deals on behalf of numerous commercial development entities, including both national and regional developers. Assignments include primarily adaptive reuse, urban in-fill and upcycled structures for the development of medical office facilities, assisted living/multi-family communities, as well as land for retail, residential and mixed-use concepts.
- *Real Estate Consulting*: Periodically hired on a fee basis to serve as the outsourced real estate department of small and mid-sized companies that have significant real estate needs.

#### Chief Operating Officer and General Counsel

**XCELhc, Evanston, Illinois**

**March 2009 to May 2012**

\$12.5 million full-line distributorship of medical supplies, environmental supplies, durable medical equipment, OTC medications and textiles to health care and related industries in 15 states. Top operating executive with full profit and loss responsibility. Led the restructuring of a financially challenged company through a major market revitalization culminating in the generation of tangible bottom line profitability and substantially increased margins. Efforts culminated in sale to a publicly traded, industry-leading competitor at over 8x EBITDA, effective February 2012.

- Responsible for overseeing the transition of the company to new ownership through May 6, 2012.
- Managed all day-to-day affairs of the company, including strategic planning, sales, human resources, budgeting and financial matters, regulatory and compliance, logistics and product flow, corporate governance issues, as well as litigation and litigation strategy.
- Structured and implemented new growth strategy to diversify customer base and expand geographically, including the successful introduction of the company into new markets, including Iowa, Nebraska, Kansas, Colorado and Arizona.
- Redesigned and rebuilt the Xcel sales team in conjunction with the company's growth initiative, increasing both bottom line profitability and immediate sales volume. Sourced, selected and implemented a new sales intelligence solution creating 360° cloud-based market and sales analytics for the company and its customers.
- Designed and implemented new corporate identity and marketing program to serve as the front of the company's new growth and restructuring strategy, including new logo and web site, as well as increased marketing exposure at leading national healthcare supply events and in related periodicals.
- Devised a regional marketing strategy and entered into strategic alliances with local/regional professional groups and associations to gain instant relevance, credibility and traction in new markets.
- Led transition to the development and implementation of full e-commerce platform and married the company's e-commerce solution to an automated inventory control system.
- Functioned as General Counsel as needed and developed/negotiated all corporate agreements and contracts, including purchase agreements, employment agreements, lease agreements and license agreements.

#### Principal and Managing Partner

**Next Realty Midwest, LLC, Skokie, Illinois**

**February 2001 to March 2009**

Premier commercial real estate brokerage firm in the Chicago metropolitan area specializing in land acquisitions and dispositions, as well as adaptive reuse and urban in-fill opportunities for retail and mixed-use development. Chief executive vested with profit and loss responsibility and the day-to-day stewardship of the company.

- *Management*: Responsible for all business operations, strategy and planning, including deal flow and management, training, budget preparation and licensing. Created and adhered to growth plan to aggressively expand the business. Engaged in extensive marketing and networking activities leading to significant deal flow and opportunity for the firm. Led recruiting and training process.
- *Brokerage*: Maintained a large volume of brokerage deals on behalf of a range of national and regional retail, mixed-use and residential developers, including one of the largest shopping center developers in the country. Specialized in unique, off-market opportunities with well over \$250 million in solely sourced and closed retail transactions between 2001 and 2008, including the development of one super-regional shopping center, several power/lifestyle centers and multiple large residential communities. Heavily involved in the site selection process and implementation of regional acquisition and disposition strategies on behalf of both development clients and end users/tenants. Designed and implemented site selection plan and strategy for Forest City Commercial in the Chicago MSA between 2003 and 2009.
- *Acquisitions*: Located, evaluated and presided over the acquisition of shopping center assets, investment land, retail development opportunities, parking assets, as well as distressed/REO properties for acquisition by Next Realty, LLC (parent company). Handled deal sourcing in Chicago, Central Texas, Atlanta and Southern Florida markets, as well as all initial deal evaluation. Made presentation of each viable deal to investment committee, as well as a "buy" or "no buy" recommendation.

- *Legal*: Functioned as associate in-house counsel on various transactional legal matters, including the drafting and negotiation of a range of agreements for retail real estate acquisitions by Next Realty, LLC, as well as handling a range of due diligence responsibilities in connection with acquired assets.

#### Principal and Associate Director of Acquisitions

**Equitable Property Corporation**, Chicago, Illinois

**April 1999 to January 2001**

Located environmentally distressed industrial and commercial properties nationwide for acquisition. Conducted detailed risk and financial analysis of each target property, including a comprehensive review of zoning, tax, use and environmental issues. Drafted and negotiated purchase agreements and managed the acquisition, environmental remediation and disposition of target properties.

#### Legal

**1992 to 1999**

At Pedersen & Houpt, managed environmental practice group and handled all environmental transactional matters on behalf of clients, including full review of all real estate and corporate transactions. Interfaced with lenders in evaluating environmental risk associated with transactions. At Blatt, Hammesfahr & Eaton, defended London insurance market in complex, multi-million dollar environmental coverage litigation involving federal and state hazardous waste disposal laws. At Ace Hardware Corporation, was corporate counsel responsible for all environmental and regulatory compliance.

### **EDUCATION**

**Tulane Law School**, New Orleans, LA, J.D. | Certification in Environmental Law, *May 1992*

- Tulane Environmental Law Society, President
- Tulane Environmental Law Journal

**Tulane University**, New Orleans, LA, B.A. History | Spanish Minor, *May 1989*

- Phi Alpha Theta History Honors Society
- Tulane Green Club – Co-founder
- Dean's List

**Universidad de Madrid Complutense**, Madrid, Spain, *August 1987 to June 1988*

### **CERTIFICATIONS, AFFILIATIONS AND OTHER**

- Board Member and Strategic Advisor, Civic Farms
- Member International Shopping Center Council
- Member Association for Corporate Growth – Central Texas Chapter
- Member Illinois State Bar
- Illinois Real Estate Managing Broker's License
- Fluent Spanish