



REAL ESTATE CONSULTING



Jeffrey L. Needs

Senior Vice President

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REPRESENTATIVE OWNERSHIP AND TENANTS

- Allianz
- Bank of America
- CalPERS
- Cow Girl Creamery
- Google
- Gotts
- Hines
- Hudson Pacific Properties
- Mitsui Fudosan
- Salesforce
- Slanted Door
- Square
- Uber
- USAA
- WeWork
- Yank Sing

Based in San Francisco, California, Jeff is an experienced real estate veteran with proven leadership in developing and implementing solutions for complex real estate projects. For more than 30 years, Jeff has provided real estate solutions to large institutional owners as well as creating opportunities for small business expansion. With his extensive experience in asset management, construction management, entitlement and lease negotiation, Jeff has a proven track record of providing holistic, creative solutions to individual assets as well as multi-property portfolios.

Prior to joining NBS Real Estate Consulting, Jeff was Vice President of Operations for Hudson Pacific Properties overseeing a portfolio of office/retail assets generating \$170 million in net annual income. Prior to Hudson, Jeff was the Regional VP for Winthrop Management where he developed and implemented a portfolio repositioning plan that increased the portfolio's value from \$560 million to \$865 million. As President of Needs Real Estate Services, Jeff worked closely with small business owners to find expansion opportunities, provided site selection and construction management for a newly formed community college and assembled and entitled four development projects for various investment clients. As a Senior Manager with Hines, Jeff provided operational and acquisition support for the Hines/CalPers NOP portfolio growing it to 2.5 million square feet in the Bay Area with acquisitions of 50 Fremont, 505 Montgomery and the development of 560 Mission.

EDUCATION & CERTIFICATION

- B.S. Biology – Brigham Young University
- Secondary Education Minor – Brigham Young University

PROFESSIONAL ASSOCIATIONS

- San Francisco BOMA Board Member – 2014 - 2019

Professional Profile