

DATASTARS

Strategic Portfolio Realization

Maximizing proceeds through intelligent segmentation and competitive execution.

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THE PROBLEM

Bulk sales leave money on the table

Large brokerages optimize for deal velocity and internal resource allocation. A single \$480M listing closes one transaction, earns one commission, and occupies one deal team. Segmenting that into four separate processes means four pitches, four buyer pools, four closing timelines, and four sets of legal and diligence costs against the same internal P&L. They'll take 50bps on \$450M over 40bps on \$530M every time because the first scenario costs them half the labor.

Valuation Firm

Tells you what the portfolio is worth.

Does not tell you how to sell it.

Disposition Strategist

Should structure the sale for maximum proceeds.

This role is often unmet.

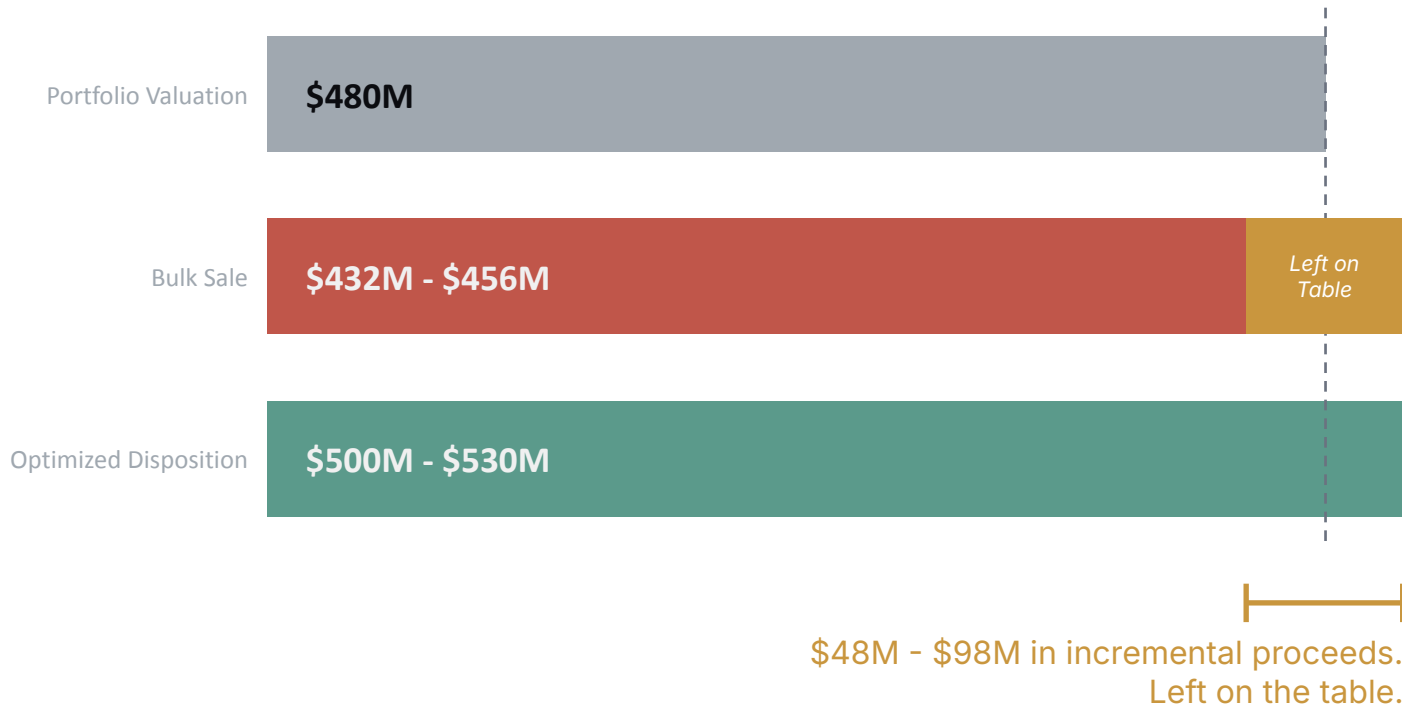
Broker

Executes the sale you hand them.

Optimizes for their commission, not your net.

The gap between valuation and sale is where 10-20% of portfolio value is lost.

The Cost of Getting it Wrong



The Cost of Getting it Wrong

BULK SALE

\$432M - \$456M

- Single buyer, single process
- 10-15% buyer discount on bulk
- One broker, no competitive tension
- Speed prioritized over price

OPTIMIZED DISPOSITION

\$500M - \$530M

- Segmented by buyer-universe fit
- Competitive broker process per segment
- Carve-outs for specialty assets
- Speed and price optimized per segment

→ \$48M - \$98M in incremental proceeds.

The Benefits of Segmentation

Faster Speed

Segments run in parallel, not in sequence.
Core industrial closes in month 4 while
specialty assets are still in diligence.

The family starts receiving proceeds earlier.
No single stalled negotiation holds up the
entire portfolio.

Fast-moving assets don't wait for slow-moving
assets.

Higher Price

Brokers compete for each segment listing,
compressing fees and forcing differentiated
buyer access.

Each segment attracts its natural buyer
universe. Industrial REITs bid against each
other for a clean industrial portfolio instead of
discounting a mixed bag.

Narrower buyer pools produce more
competitive tension than one generalist
process.

WHAT WE DELIVER



Portfolio Segmentation

Cluster assets by buyer-universe fit, pricing sensitivity, and speed to close. Each segment structured for a specific class of institutional buyer.



Disposition Scenario Modeling

Model bulk vs. multi-segment pricing differentials. Quantify the cost of convenience against the value of a structured process.



Buyer Universe Mapping

Identify pension funds, REITs, sovereign wealth, and private equity targets matched to each portfolio segment by asset class and geography.



Broker RFP & Selection

Design a competitive process per segment. Select brokerages by buyer relationship depth, not brand. Define performance benchmarks.

HOW IT WORKS

01

Analyze

- Receive asset-level data from valuation advisor
- Segment portfolio by asset class, geography, tenant profile, and lease risk
- Model pricing scenarios across bulk and multi-segment structures

02

Structure

- Map institutional buyer universe per segment
- Design competitive broker process with clear selection criteria
- Deliver the disposition strategy with segment-level recommendations

03

Execute

- Support broker selection and onboarding per segment
- Monitor execution against the disposition strategy
- Flag deviations and adjust segment sequencing as market responds

Sample: \$480M illustrative portfolio

SEGMENT	ASSETS	VALUE	BUYER UNIVERSE	PRIORITY
Core Industrial	14	\$205M	Pension funds, industrial REITs	Speed + Price
Net Lease Commercial	8	\$145M	Net lease REITs, sovereign wealth	Price
Specialty / Auto Dealership	4	\$90M	Specialty PE, dealer networks	Price
Carve-Outs	2	\$40M	Individual sale process	Speed

Segments, values, and buyer targets are illustrative. Final structure based on asset-level data from valuation advisor.

WHO WE ARE

DataStars is a portfolio intelligence firm.

We are real estate professional, economists and technologists that build the analytical infrastructure that institutions use to make high-stakes real estate decisions. Our platform scores risk, segments portfolios, and produces the intelligence that committees, advisors, and capital allocators rely on to act with confidence.

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