

# THE PHRONESIS GROUP

Custom Tailored CRE Solutions







# PHRONESIS

**PHRONESIS** (Ancient Greek: φρόνησις, phronēsis) is an ancient Greek word for a type of wisdom or intelligence. It is more specifically a type of wisdom relevant to practical things, requiring an ability to discern how or why to act virtuously, and encourage practical virtue and inspire excellence of character in others.

It is commonly translated as **PRACTICAL WISDOM**.





# PROFESSIONAL SERVICES

- Landlord Representation
- Tenant Retention & Relations
- Project Management
- Building Operations
- Portfolio Asset Dispositions
- Leased Investment Acquisitions
- Buyer Representation
- Corporate Representation
- Tenant Representation
- Relocations Under One Roof
- New Market Expansions
- Corporate Subleases
- In-Depth Market Analysis
- Total Occupancy Cost Reduction Services
- Purchase vs. Lease Analysis
- Hold & Do Nothing vs. Disposition
- Sale Leasebacks (Unlock the Value of Your Real Estate)
- Special Projects and Analysis

LAND | INDUSTRIAL | OFFICE | RETAIL





# CELEBRATING 20+ YEARS

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Jamie H. Kim, **CCIM** serves as a strategic advisor and consultant to occupiers, investors, and developers of land, industrial, office, and retail in Greater Southern California and beyond. Her latest ventures include land development and land parcel sales with high-density residential overlay zoning.

During her notable 20+ years in the profession, Jamie was with **CBRE** from 2004 to 2007 and joined **Cushman & Wakefield, Inc.** from 2007 to 2009. Since then she has launched her brand, **The Phronesis Group**, a boutique full-service real estate brokerage firm.

Jamie has an innate ability to understand complex processes and simplify them to create mutually beneficial outcomes for all parties. Her finance, accounting, and audit background allows her to provide thorough due diligence and credit reviews.

Jamie firmly believes that greater preparation and investigation up front efficiently pave the way to anticipate and overcome obstacles.





# EDUCATION

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Ms. Kim earned her **CCIM designation** (2023) and a Bachelor of Science degree in Accounting and International Business from **NYU Stern School of Business**. Additionally, she is a Turner School of Construction Management graduate.

She is bi-lingual in English and conversational in Korean.

Professional Affiliations / Accreditations / Associations:

- **Greater Southern California CCIM Chapter** - Board of Directors
- **CCIM Designee**
- California Real Estate Broker
- **American Industrial Real Estate Association**
- Urban Land Institute
- IREM Orange County
- CREW Orange County
- Digsy, Inc. Investor



# “CREATIVITY IS INTELLIGENCE HAVING FUN.”

- Albert Einstein



Ms. Kim is well known for her **creative thinking**, passionate drive and diligent work ethic. Her unique negotiation skills consistently create win-win scenarios for all stakeholders while achieving exceptional results for her clients.

She enjoys all the challenges of Commercial Real Estate (CRE) and likens solving CRE problems to a Rubik's cube, which is often fun, engaging and stimulating.







# INTERESTS

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Between client engagements, Ms. Kim enjoys photography, hiking, Pilates, and travel. She is an aficionado of mid-century modern architecture and furniture design. She has recently taken up the art of Kintsugi.

Jamie has significant catering and event planning experience for feature films, fashion shoots and corporate events. She collaborated with the Latino Restaurant Association for a pop-up dinner at El Portal in Pasadena, as part of their Chef Maker Series for Mexican-Korean fusion cuisine.

Jamie is a CPR-certified, Docent trail guide, specializing in children's programs for The Irvine Ranch Conservancy. She has also taught children's theater with the Arts & Learning Conservatory. Formerly, Jamie has served as an event photographer for fundraising with Alzheimer's Orange County.

Jamie is a survivor of Acute Kidney Failure and greatly treasures each day of optimal health (true wealth).

# CASE STUDIES



## **OFFICE LOAN REFINANCE | ±70,000 SF | \$8,150,000 | DIAMOND BAR, CA**

In anticipation of a client's maturing loan, Ms. Kim was tasked with approaching three tenants about 5-year lease renewals, more than one year in advance of their respective lease expiration dates. Ms. Kim reached out to 37 lenders initially to acquire loan refinance, with minimal positive response, only two lenders seemed promising. Ultimately, Ms. Kim achieved above-market results in a very challenging lending environment for the office sector. The refinance loan terms were superior to the original loan.



## **ABOVE MARKET SUBLEASE | ±12,100 SF | CULVER CITY, CA**

A SoCal regional fast-casual restaurant chain needed assistance with their corporate office sublease. For over one year, it stagnated due to weak office-centric marketing by the former listing broker. Ms. Kim knew that since industrial demand was much stronger, her re-marketing focus needed to be geared towards industrial flex space. Because the original lease contract was far below market, she created greater than \$2.1M in net income for the Sublessor, which helped offset all the rising costs facing the restaurant industry.



## **HIGH DENSITY RESIDENTIAL | ±1.98 ACRE | LA MIRADA, CA**

A dilapidated 1.98-acre commercial property in a redevelopment zone came with overlay zoning that increased its value. The marketing efforts were repeatedly confronted with challenges due to difficulties with the City of La Mirada. Over 11 years, although there were four failed escrows, the 5th escrow closed having nearly tripled the property's final value. The original basis was \$2M and ultimately sold for \$5.7M. With each delay in closing, Ms. Kim strategically negotiated an incremental increase in the final sales price.



## **CANNABIS OVERLAY ZONING | ±3,657 SF | MONTEBELLO, CA**

Originally this property was purchased for an artisanal soy sauce/sesame oil business. During due diligence, access to gas lines proved difficult and costly. Twelve years later, the City of Montebello approved a cannabis overlay zoning. A credit cannabis tenant leased it for 10 years providing stable income for her elderly clients. The combination of the overlay zoning and long-term lease increased the property's value nearly fivefold.



# TESTIMONIALS



## **PIONEER ELECTRONICS, INC. | CORPORATE REPRESENTATION | MULTIPLE TRANSACTIONS**

“It was through your recommendations and hard work that Pioneer was able to realize cost avoidance savings of almost \$400,000 on our Corporate HQ lease renewal negotiations. You were instrumental in helping us to maximize our position in a number of other renewal negotiations within California and on the East Coast. We sincerely appreciate your responsiveness, flexibility and willingness to provide creative solutions to Pioneer’s real estate needs.”

**Ann S. - Group Controller | Pioneer Strategic Business Services, Inc.**



PACIFIC GARDENS  
& COMPANY

## **PACIFIC GARDENS & CO. | TENANT REPRESENTATION | GROUND LEASE(S)**

“Thank you for your dedicated efforts in finding our new business location. We were very impressed with your attention to our needs, including the initial site visit you made and genuine interest in understanding our business. You are a true professional: responsive, thorough, creative in problem solving and an excellent communicator. Because of your foresight and preparedness we were able to secure the property within 24 hours of your finding the property. You removed many burdens, eliminated wasted time and uncertainty. We appreciate your negotiation skills, advice, and follow-up.”

**Paul L. - Managing Partner | Pacific Gardens & Co.**



## **FKC INTERNATIONAL, INC. | BUYER REPRESENTATION | LEASED INVESTMENT**

“You were instrumental in helping us with an off-market transaction that resulted in a purchase which not only achieved \$2.3M in savings and was 16% below market, but a superior leased office investment with minimal vacancy. We could not have done this without you. Not only were you our strongest advocate in the real estate negotiations and due diligence, but were pro-active in anticipating our needs when it came to financing the transaction as well. When the opposing attorney complimented your effort which resulted in a smooth and seamless transaction, it spoke volumes. Thanks a billion!”

**Kenneth C. - Managing Member | Guarding Angel Properties, LLC**



**JAMIE H. KIM**



Broker / Founder

21073 Pathfinder Rd. Suite 175  
Diamond Bar, CA 91765

**C: 714.329.5650**

DRE Lic No 01423006

[jamie.kim@thephronesisgroup.com](mailto:jamie.kim@thephronesisgroup.com)

[www.thephronesisgroup.com](http://www.thephronesisgroup.com)

