

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 21+ YEARS

Jamie H. Kim, CCIM, is a highly experienced strategic advisor and consultant specializing in land, industrial, office, and retail properties in Greater Southern California and beyond. With over **21 years** of expertise, Jamie assists occupiers, investors, and developers, providing valuable insights into land development and high-density residential overlay zoning. Her career highlights include tenure at **CBRE** (2004–2007) and **Cushman & Wakefield, Inc.** (2007–2009). In 2009, she launched **The Phronesis Group**, a boutique, full-service real estate brokerage firm, showcasing her commitment to delivering custom tailored and impactful real estate solutions.

Known for her ability to simplify complex processes, Jamie creates win-win outcomes for her clients. Her background in finance, accounting, and auditing enhances her capabilities in conducting thorough due diligence and credit reviews. Guided by the principle that preparation and investigation lead to success, Jamie focuses on anticipating and overcoming challenges, ensuring smooth transactions and exceptional results.



EDUCATION



Ms. Kim earned her **CCIM designation** (2023) and holds a Bachelor of Science in Accounting and International Business from **NYU Stern School of Business**. She is also a graduate of the Turner School of Construction Management.

Fluent in English and conversant in Korean, she actively engages in the industry through various professional affiliations and accreditations:

- **CCIM Designee**
- California Real Estate Broker
- American Industrial Real Estate Association
- **Urban Land Institute**
- Realtors Land Institute
- Institute of Real Estate Management (IREM)

Additionally, Ms. Kim serves as a guest lecturer and public speaker, sharing her expertise on industry-related topics.

“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

Jamie H. Kim, CCIM, balances her professional endeavors with a vibrant personal life and community involvement. Between client engagements, she enjoys photography, hiking, and traveling. A true aficionado of mid-century modern architecture and furniture design, Jamie has recently embraced the Japanese art of Kintsugi, reflecting her appreciation for resilience and beauty in imperfection.

Her diverse talents extend to catering and event planning. Notably, she collaborated with the Latino Restaurant Association for a Chef Maker Series pop-up dinner, showcasing innovative Mexican-Korean fusion cuisine at El Portal in Pasadena.

Amie is deeply committed to giving back to her community. As a CPR-certified docent trail guide, she specializes in children's programs for The Irvine Ranch Conservancy and has taught children's theater with the Arts & Learning Conservatory.

A survivor of Acute Kidney Failure, Jamie cherishes her journey to optimal health, viewing it as the ultimate form of wealth. Her resilience and passion for life inspire those around her, both personally and professionally.

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.



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.



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.



"It was through your recommendations and hard work that Pioneer was able to realize cost avoidance savings of \$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.**



"I connected with Jamie when our growing company began searching for a new office space to lease..."

Jamie came highly recommend to me and she did not disappoint! Jamie clearly listened to our needs and promptly presented a detailed list of properties that fit my requested criteria. Once the property was selected, she quickly and efficiently negotiated the lease terms and pushed the process to completion without delay. In addition to a clear understanding of the market, she was a pleasure to work with throughout the entire process. I was very satisfied with the diligence and communication from beginning to end. All aspects of the lease were handled promptly in a professional manner."

**Scott J. | Branch Manger
Sperber Companies**



"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 proactive 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**



"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.**

JAMIE H. KIM



Broker / Founder

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