

# THE PHRONESIS GROUP

Custom Tailored CRE Solutions



Strategic Representation for Sophisticated Investors & Corporate Occupiers





# PHRONESIS

## **PHRONESIS (Ancient Greek: φρόνησις)**

Phronesis is an ancient Greek term that translates to **practical wisdom**—the ability to make sound judgments and take virtuous action in complex, real-world situations. It embodies the kind of intelligence rooted in experience, discernment, and the pursuit of excellence, guiding not only what is right, but how and when to act.

At The Phronesis Group, this philosophy defines our approach: thoughtful strategy, ethical decision-making, and meaningful results.





# PROFESSIONAL SERVICES

LAND | INDUSTRIAL | OFFICE | RETAIL

- Advisory Services
- Portfolio Optimization
- Acquisitions / Dispositions
- Sale-Leasebacks
- Transactional Services
- Tenant / Buyer Representation
- Corporate Relocation & Expansion
- Land Development Advisory
- Strategic Consulting
- Lease vs. Buy Analysis
- Site Selection & Incentive Negotiation
- Reposition Distressed Assets

Trusted by C-level executives, trustees, developers, and nonprofit boards.





# CELEBRATING 21+ YEARS

Jamie H. Kim, CCIM, is a trusted advisor to discerning investors, fiduciaries, and corporate occupiers across Southern California and beyond. With over two decades of experience—including tenures at CBRE and Cushman & Wakefield—Jamie has successfully negotiated over \$100 million in transactions across office, industrial, land, and retail sectors.

Since 2009, she has boldly established her own brand, The Phronesis Group, a boutique, full-service real estate brokerage firm well known for its tenacity.

Known for her financial fluency and creative deal structuring, Jamie leverages her background in accounting and audit to navigate risk, ensure compliance, and drive optimal outcomes. Clients benefit from her blend of institutional polish and boutique attention to detail.

Institutional-Grade Service, Boutique Attention.





# EDUCATION



Ms. Kim earned the prestigious **CCIM** designation in 2023 and holds a Bachelor of Science in Accounting and International Business from the **NYU Stern School of Business**. She also completed executive coursework at the **Turner School of Construction Management**, further deepening her technical fluency in development and project oversight.

Bilingual in English and conversant in Korean, Ms. Kim is actively engaged in the commercial real estate community and maintains affiliations with leading industry organizations, including:

- CCIM Institute - Designee
- California Licensed Real Estate Broker
- American Industrial Real Estate Association (AIR CRE)
- Urban Land Institute (ULI)
- Realtors Land Institute (RLI)
- Institute of Real Estate Management (IREM)

In addition to her transactional expertise, Ms. Kim is a sought-after guest lecturer and public speaker, frequently invited to share insights on market trends, strategic planning, and risk mitigation in real estate.



“CREATIVITY IS  
INTELLIGENCE HAVING FUN.”



- Albert Einstein

Ms. Kim is widely recognized for her strategic creativity, unwavering drive, and exceptional work ethic. Her distinctive negotiation style consistently delivers win-win outcomes, aligning the interests of all parties while maximizing value for her clients.

With a passion for problem-solving, she approaches the complexities of commercial real estate much like a Rubik's Cube—challenging, multifaceted, and ultimately rewarding. Her ability to simplify intricate transactions and uncover hidden opportunities is a hallmark of her advisory approach.







# INTERESTS

Outside of her professional pursuits, **Jamie H. Kim, CCIM**, leads a vibrant and well-rounded life enriched by creativity, wellness, and service. She enjoys photography, hiking, and traveling, and is an avid admirer of mid-century modern architecture and furniture design. Her recent embrace of the Japanese art of Kintsugi—celebrating beauty in imperfection—reflects her deep appreciation for resilience and thoughtful craftsmanship.

Her creative talents also extend into culinary arts and event planning. Jamie notably partnered with the Latino Restaurant Association to co-host a Chef Maker Series pop-up dinner at El Portal in Pasadena, featuring inventive Mexican-Korean fusion cuisine.

Jamie is passionate about community engagement and education. She serves as a CPR-certified docent trail guide for The Irvine Ranch Conservancy, specializing in youth nature programs, and has taught children's theater with the Arts & Learning Conservatory.

A survivor of acute kidney failure, Jamie considers her journey to restored health her greatest personal milestone—one that deepened her resolve to live with purpose and inspire others. Her resilience and joy for life continue to shape her approach to both business and community.





“It was through your recommendations and hard work that we were able to realize cost avoidance savings of \$400,000...

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on our Corporate HQ lease renewal negotiations. You were instrumental in helping us 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 our real estate needs.”

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



“You came highly recommended to me, and you did not disappoint!

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You clearly listened to our needs and promptly presented a detailed list of properties that fit our requested criteria. Once we selected a property, you quickly and efficiently negotiated the lease terms and pushed the process to completion without delay.

In addition to your clear understanding of the market, you were a pleasure to work with throughout the entire process. We were very satisfied with your diligence and communication from beginning to end. All aspects of the lease were handled promptly and professionally.”

Scott J. | Branch Manager  
Sperber Companies



“You were instrumental in helping us secure an off-market transaction that resulted in a purchase achieving \$2.3M in savings—16% below market...

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while also providing 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 you were also proactive in anticipating our needs when it came to financing the transaction. When the opposing attorney complimented your efforts in ensuring 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...

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including the initial site visit you made and your 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 discovery. You removed many burdens, eliminated wasted time and uncertainty, and made the process seamless. We truly appreciate your negotiation skills, advice, and follow-up.”

Paul L. | Managing Partner  
Pacific Gardens & Co.



**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)

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



### ***Request a Confidential Consultation***

Whether you're relocating your HQ, unlocking embedded real estate value, or executing a strategic acquisition, The Phronesis Group delivers bespoke advisory tailored to your objectives.