

## Mark Smith CV

Rigorous in-the-field market research combined with institutional perspective is the basis for Mark Smith's advisory work. For thirty years, Smith has managed research and transformed findings into innovative, value-generating recommendations and project plans.

### Land Use Expertise

Smith's land use experience is broad, and includes large mixed-use urban projects, suburban multi-use planned communities, resorts, new towns, retirement communities, and sustainable communities. Specific land uses include residential, retail, office, industrial, eco industrial, medical office, and hospitality.

### Analyses and Study Types

Engagements include:

- Feasibility determination—market and financial
- Highest and best use
- Appraisal
- Valuation
- Financial return—NPV and IRR,
- Institutional portfolio review
- Marketing and psychographic segmentation
- Marketing plans
- Sales training
- Detailed project design
- Building material market share and sales volume potential
- Feasibility for sustainable planned communities
- Builder programs for Sustainable communities
- Market transformation strategies for energy efficiency programs for utilities
- Litigation support market research
- Land and project acquisition support for investment
- Due diligence for securities underwriting
- Resort planning
- Golf community feasibility
- Suburban master planned community development strategy and implementation plan
- Urban brownfield community development strategy and implementation planning

### Timeline

In 1981-1982, Smith worked as an associate with Questor Associates in San Francisco. Questor—which provided a variety of analytical and advisory functions for institutions, government, investors, and developers—was founded by Stephen E. Roulac and later acquired by Deloitte. Smith assisted with mortgage revenue bond feasibility, valuation, litigation support, and investment portfolio analyses.

In 1982, Smith joined the Sanford R. Goodkin Research Corporation (Goodkin Group), a consulting firm in San Diego. Sanford Goodkin's highly regarded consumer orientation and trend prediction has been a career-long influence for Smith's research and consulting.

In 1987, the Goodkin Group was acquired by KPMG, a global accounting and professional services firm. KPMG's institutional orientation augmented the consumer orientation and project feasibility analytical skill instilled in Smith at the Goodkin Group. Smith was a Senior Manager in KPMG's National Real Estate Consulting Practice and worked closely with the firm's tax and audit teams in order to sell market-oriented consulting services to existing and new clients. While at KPMG, Smith completed and passed appraisal coursework for the Appraisal Society of America, and KPMG Business Process Redesign School.

In 1995, Smith Founded Pario Research, the first urban economics research company dedicated to value generation and capture opportunities of sustainable real estate development. Pario's work is keenly aware of feasibility and the cost-benefit balance of adopting sustainable design features into existing developer designs and business processes. Because of Smith's background with business process redesign, development, and feasibility, Pario has been especially aware of not only the consultant's recommendations of "what do do," but also the change requirements of "how to get it done."

In 2010, with Errol Cowan and Dan Slone, Smith formed Planned Densification, a company dedicated to the generating and capturing value from project infill over time.

### **Education**

Smith attended San Diego State University and studied management and art. When he became involved with sustainability in the early 1990s, Smith completed additional coursework in environmental economics, energy economics and policy, and urban studies and planning at UCSD in order to obtain an integrated understanding of this emerging and important topic in real estate development. Smith views education as a part of each day, and a lifelong commitment.

### **Writing and Speaking**

Throughout his career, Smith has regularly written and spoken on real estate development and cultural topics. Early in his career, these were mostly about industry trends and statistical interpretation. In the past twenty years, Smith's writing and speaking is focused on urban betterment topics and especially on his innovations such as Spiritwalk and Planned Densification. These activities can be seen on the Pario Research ['Writing and Speaking'](#) page, and the [Pario.com](#) and [Planned Densification.com](#) blogs.

Other associations include Urban Betterment Company, co-founded with Dr. Errol Cowan to develop quality real estate with commitment to finding new economic value and social equity through sustainable design.

From 2002 to 2006, Mark Smith was a founding board member of the US Green Building Council – San Diego, and served on its strategic planning committee. He serves on boards and committees of cultural and arts organizations. Smith was Founder of the Drawing(+)LA youth arts program in Los Angeles. With master draughtsman and teacher Glenn Vilppu, L.A. Artcore, L.A. City Cultural Affairs, and DMJM, Smith produced a series workshops for youth in downtown Los Angeles' Little Tokyo and Boyle Heights communities. While managing an interfaith religious tourism project in downtown Los Angeles, Smith created the SpiritWalk concept, an urban promenade for cultural tourism, economic development, and arts activity. Smith has studied art since age 18, and has been consistently active advising arts organizations and as an arts organization board member.

### **Innovations Summary**

- 1995 – Published "Sun Sequencing" in Urban Land, solar orientation for production housing
- 1996 – Published "Ecologically Accountable Building" in Urban Land, adding value to real estate
- 2002 – Contributed chapters to "Eco Industrial Strategies" book, developer roles and process change
- 2003 – Founding board member U.S. Green Building Council – San Diego
- 2004 – Generated "Spiritwalk" concept for downtown L.A. and the L.A. River, cultural preservation and economic development
- 2009 – Published "Planned Densification" in Urban Land, the problem of asynchrony and Planned Densification

*"There may not be opportunity to generate this much additional profit anytime soon"*

-- Mark Smith in the July 1996 Urban Land Magazine article 'Ecologically Accountable Building' about energy efficiency and sustainability in real estate development