

Track A

BUSINESS STRATEGIES

**Investment Strategies, Risk Management
& Success Stories**



Track A

BUSINESS STRATEGIES

Deal Makers' Playbook:

Strategies for Today's Market

Candice Chevaillier, David Lim, Dea Sumantri, Sara Bago
Rooms 407 - 408 | 1:30pm – 2:15pm

PRESENTERS



**Candice
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OBJECTIVES

Deal Makers' Playbook

Strategies for
Today's Market

1. **Learn about key market trends that affect your investment strategy**
2. **Learn who your investor avatar is and our Individualized Path to Success**
3. **Uncover winning strategies from experienced investors—complete with real-world case studies.**

Trends We Consider



When to buy? When to sell?

Interest Rate Environment

Currently
showing:

☒ 1-month Term SOFR

☐ 3-month Term SOFR

☐ 5-year Treasury

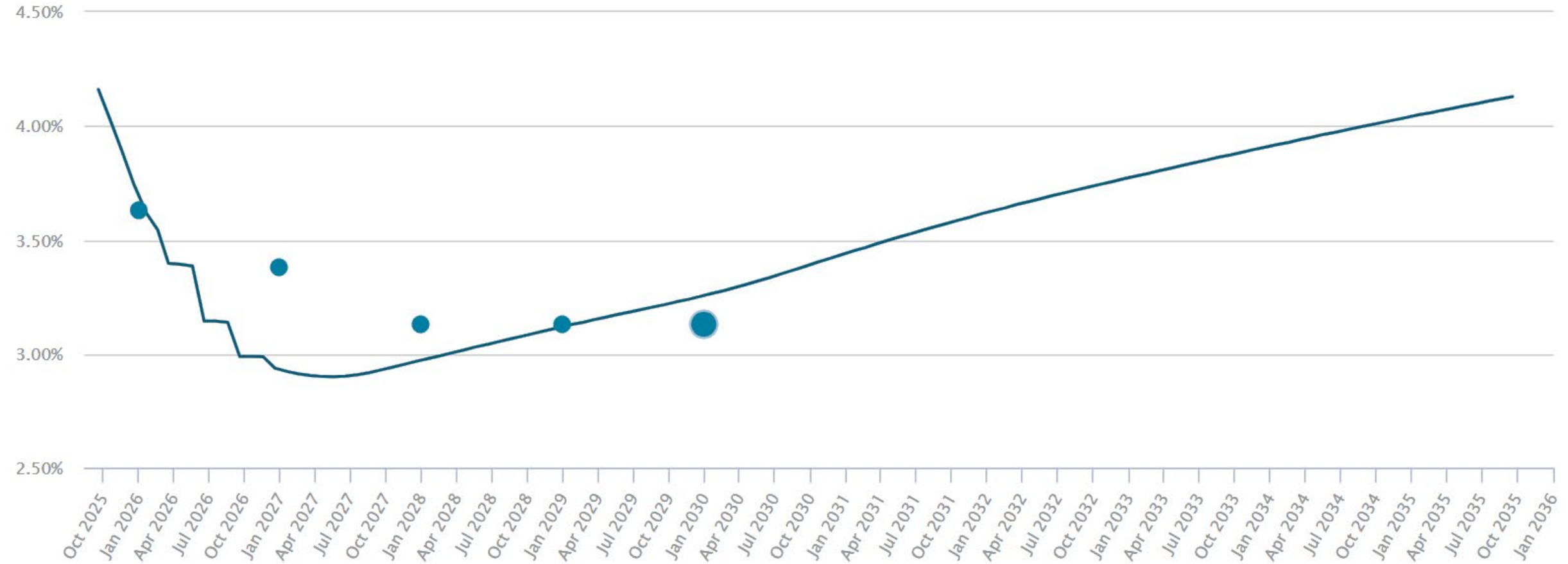
☐ 7-year Treasury

☐ 10-year Treasury

☐ Fed Dot Plot

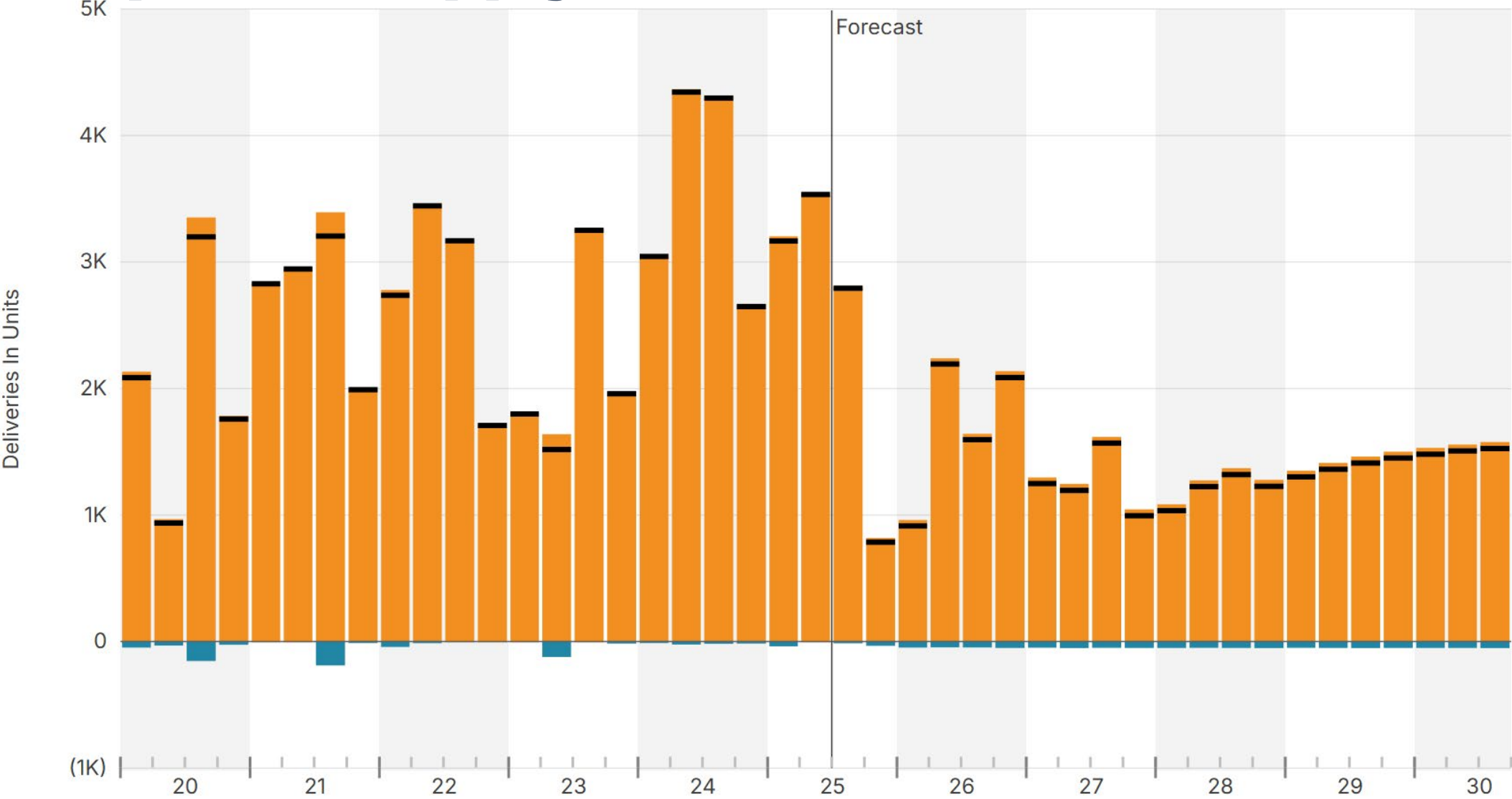
☒ Fed Median

Updated
17 Sep 2025



Source: Chatham Financial.com

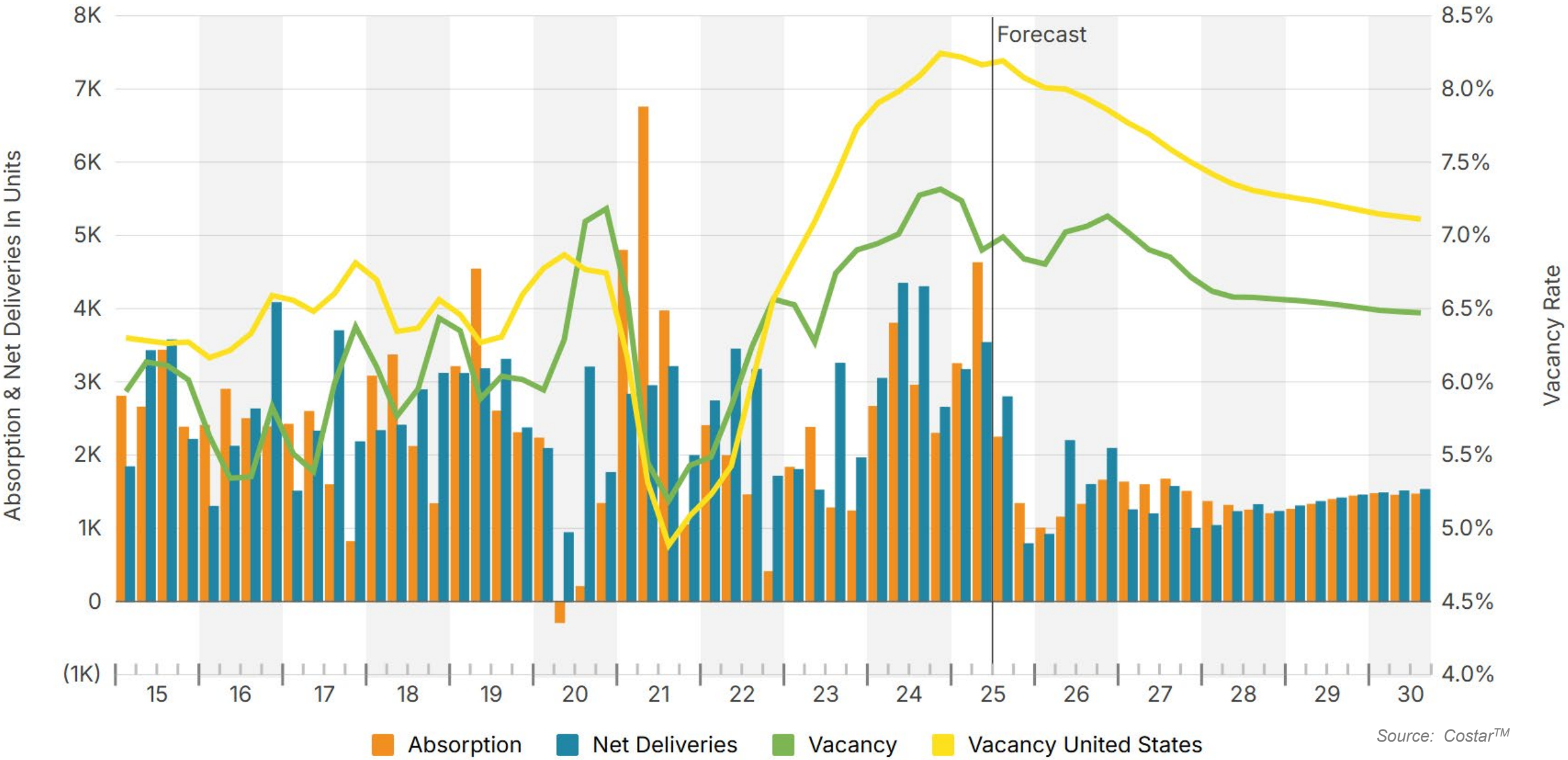
Development Supply & Construction



✓ Deliveries ✓ Demolished ✓ Net Deliveries

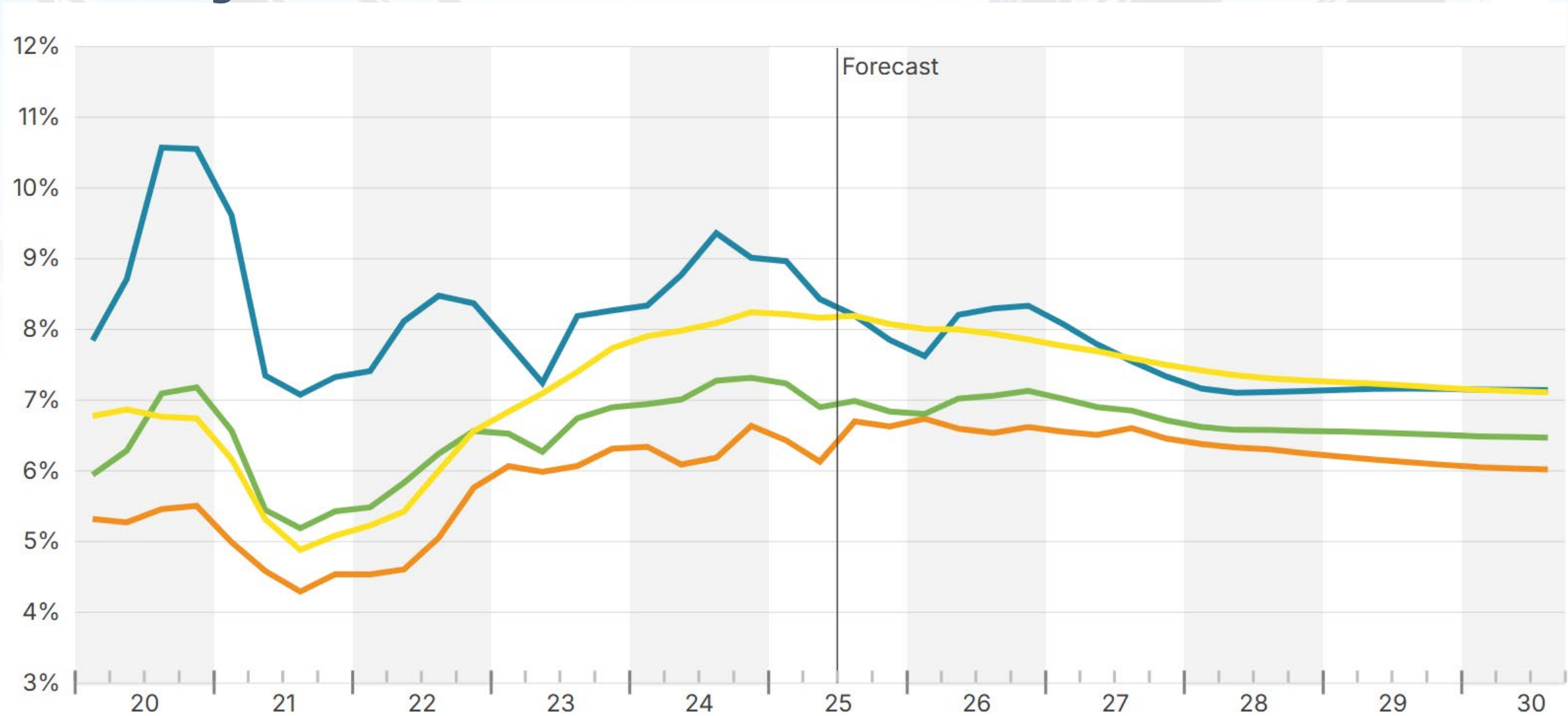
Source: Costar™

Vacancy Trends



Source: Costar™

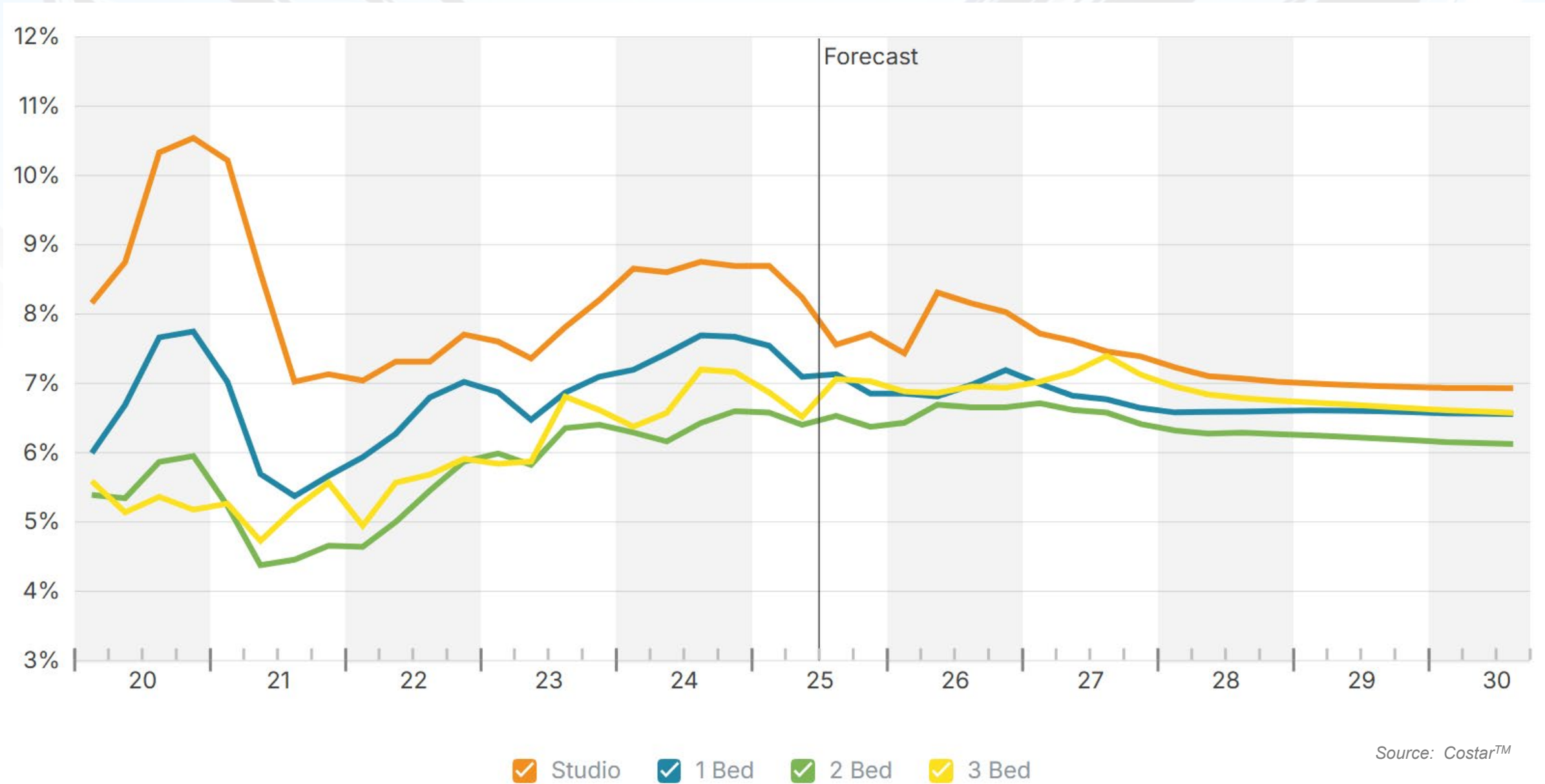
Vacancy Trends



✓ 3 Star Seattle ✓ 4-5 Star Seattle ✓ Seattle ✓ United States

Source: Costar™

Vacancy Trends



Source: Costar™

Rental Analysis

KING CO.

	VACANCY	RENT AVERAGE			PROJECTED RENT GROWTH		
		STUDIO	1BR	2BR	2025	2026	2027
KING							
Auburn	6.00%	\$1,527	\$1,798	\$2,148	1.70%	3.40%	3.50%
Ballard	7.30%	\$1,450	\$2,064	\$2,684	2.50%	3.30%	3.40%
Burien / Des Moines / Seatac	5.20%	\$1,261	\$1,523	\$1,855	1.90%	3.40%	3.50%
Central/Madison Park	6.35%	\$1,425	\$1,976	\$2,722	3.40%	3.40%	3.40%
Downtown	9.60%	\$1,676	\$2,585	\$3,891	4.50%	3.10%	3.40%
Federal Way	5.20%	\$1,272	\$1,557	\$1,858	-1.00%	3.40%	3.50%
Kent	6.81%	\$1,520	\$1,682	\$1,981	0.50%	3.20%	3.30%
Lake Union	6.58%	\$1,877	\$2,677	\$3,878	6.30%	3.50%	3.60%
North Seattle	7.18%	\$1,533	\$1,668	\$2,094	2.10%	3.20%	3.40%
Northeast Seattle	5.14%	\$1,433	\$1,988	\$2,469	2.90%	3.40%	3.50%
Queen Anne	8.11%	\$1,604	\$2,012	\$2,679	2.70%	3.20%	3.50%
Renton / Tukwila	8.41%	\$1,559	\$1,783	\$2,218	-0.10%	3.40%	3.50%
Shoreline	11.35%	\$1,579	\$1,856	\$2,329	1.80%	3.00%	3.20%
South Seattle	6.75%	\$1,464	\$1,766	\$2,133	4.20%	3.20%	3.30%
West Seattle	6.92%	\$1,546	\$1,757	\$2,215	3.50%	3.40%	3.50%

Source: Costar™

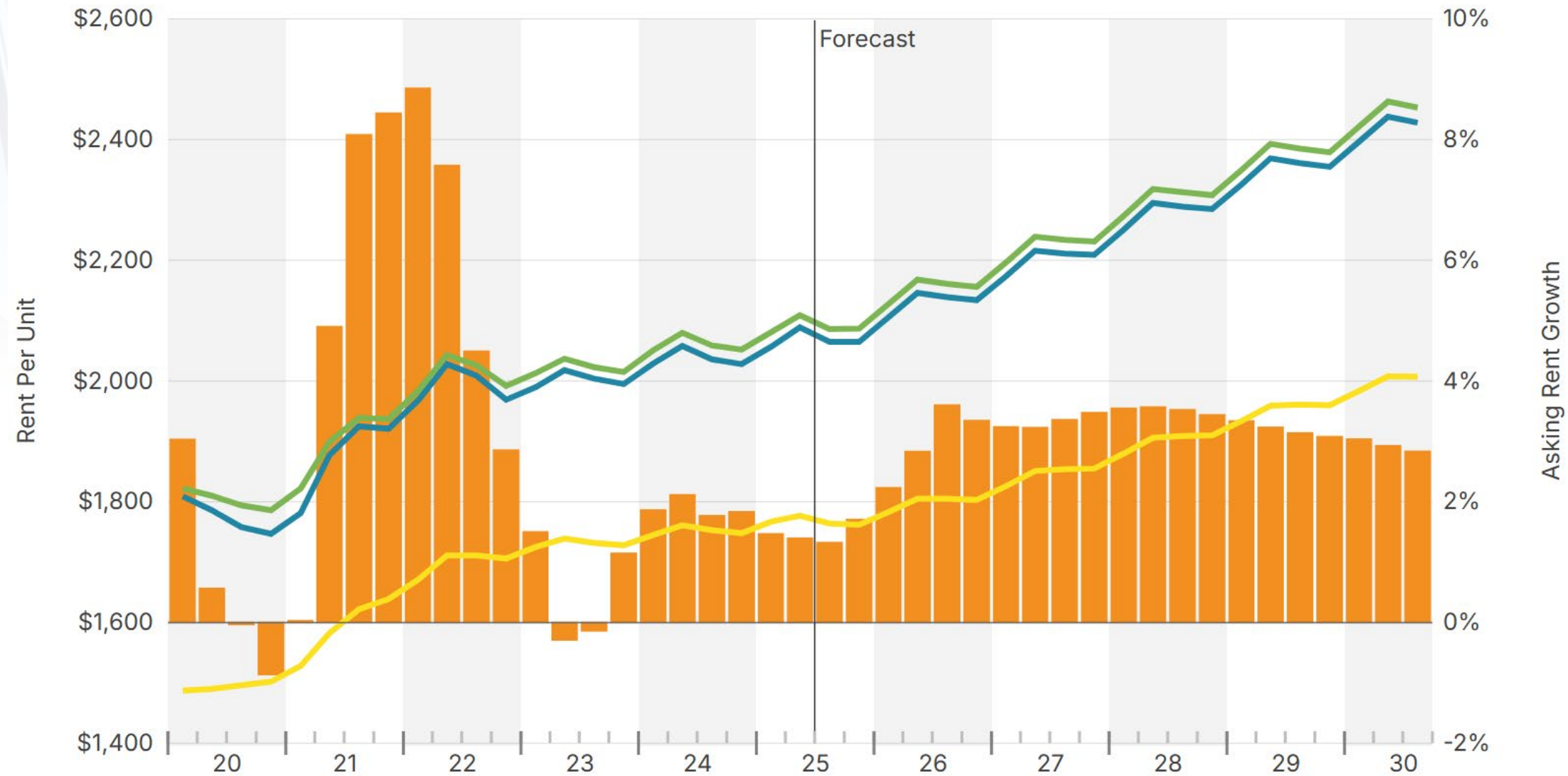
Rental Analysis

Other Submarkets

	VACANCY	RENT AVERAGE			PROJECTED RENT GROWTH		
		STUDIO	1BR	2BR	2025	2026	2027
EASTSIDE							
Bellevue	5.60%	\$2,146	\$2,538	\$3,179	2.60%	3.50%	3.50%
Bothell / Kenmore	7.00%	\$1,809	\$2,012	\$2,560	0.00%	3.50%	3.60%
Issaquah/North Bend	4.59%	\$1,937	\$2,161	\$2,798	2.90%	3.50%	3.60%
Kirkland	6.89%	\$1,805	\$2,318	\$2,838	0.20%	3.20%	3.40%
Redmond	3.95%	\$1,930	\$2,313	\$2,967	0.60%	3.40%	3.60%
Other Eastside	4.39%	\$2,007	\$2,259	\$2,480	3.20%	3.50%	3.60%
SNOHOMISH							
Everett	5.82%	\$1,397	\$1,662	\$1,940	0.60%	3.40%	3.50%
Lynnwood	6.44%	\$1,679	\$1,811	\$2,121	0.60%	3.40%	3.50%
Other Snohomish	7.15%	\$1,425	\$1,815	\$2,071	1.20%	3.50%	3.50%
PIERCE							
Gig Harbor	2.98%	\$828	\$1,776	\$2,078	2.80%	3.60%	3.70%
McChord	4.83%	\$1,392	\$1,523	\$1,745	2.30%	3.40%	3.50%
Puyallup	6.15%	\$1,342	\$1,573	\$1,875	2.40%	3.30%	3.50%
Tacoma	7.60%	\$1,261	\$1,462	\$1,768	2.70%	3.30%	3.40%
Other Pierce County	3.53%	\$1,197	\$1,448	\$1,994	1.80%	3.60%	3.70%

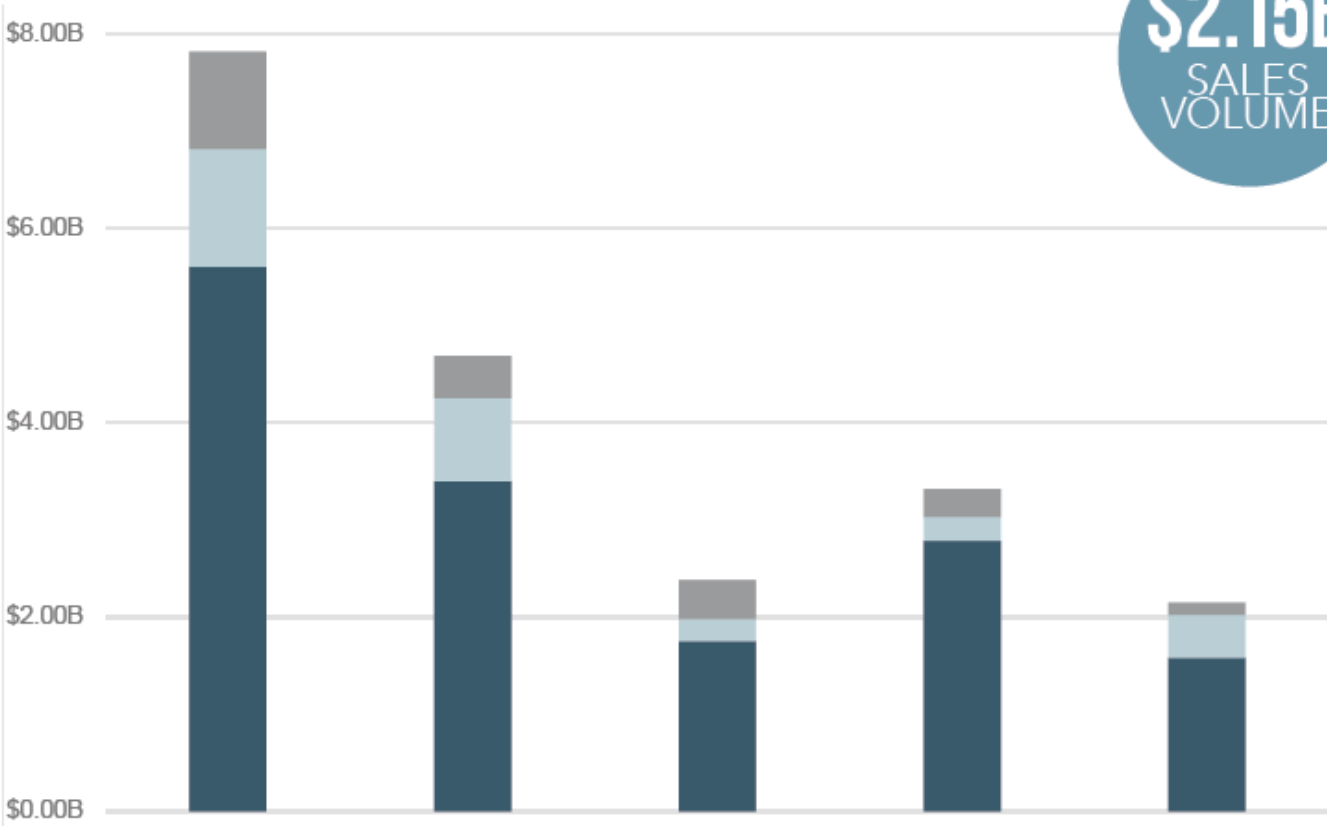
Source: Costar™

Rental Analysis



TOTAL SALES VOLUME

\$2.15B
SALES
VOLUME



COUNTY	2021		2022		2023		2024		2025 (H1)	
	(\$)	(#)	(\$)	(#)	(\$)	(#)	(\$)	(#)	(\$)	(#)
TRI COUNTY	\$7.82B	367	\$4.69B	287	\$2.34B	208	\$3.32B	241	\$2.15B	144
King	\$5.61B	238	\$3.40B	197	\$1.75B	151	\$2.79B	171	\$1.58B	106
Snohomish	\$1.21B	56	\$0.86B	43	\$0.23B	20	\$0.25B	25	\$0.44B	17
Pierce	\$1.00B	73	\$0.43B	47	\$0.40B	37	\$0.28B	45	\$0.13B	21

Sales Count is the number of individual sales.

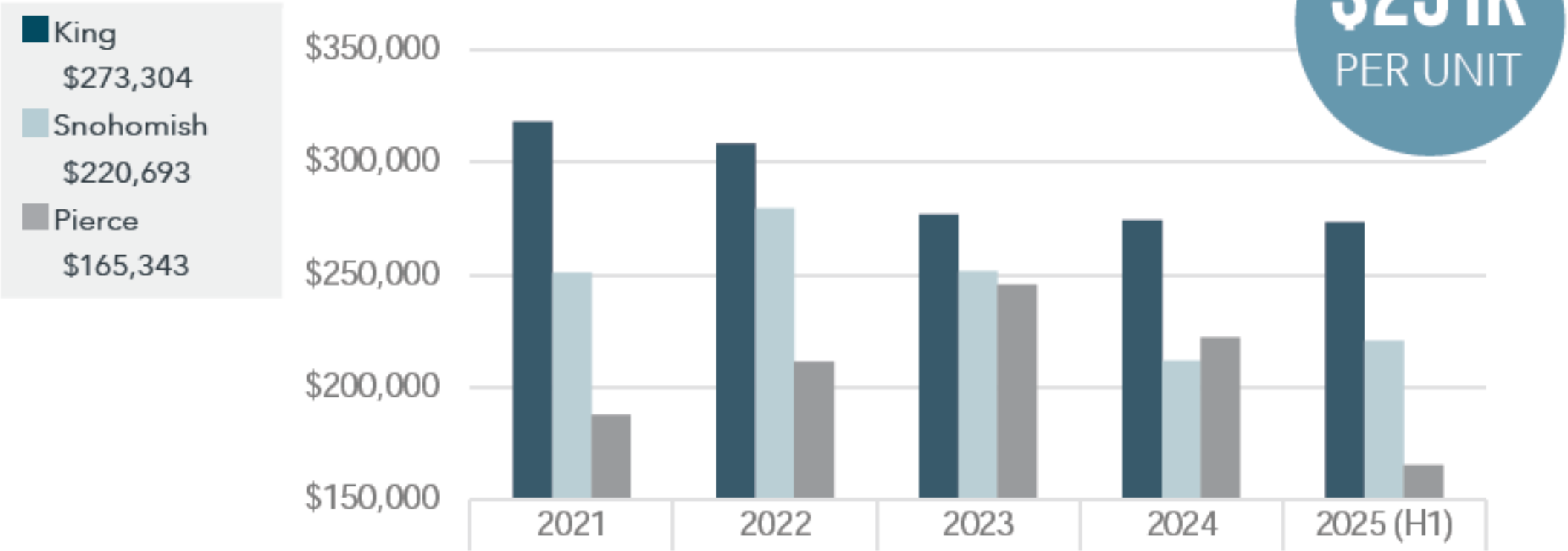
Source: Primary Research, Commercial Brokers Association, Costar™, and Public Record

Valuation & Sale Metrics

TOTAL SALES VOLUME AND NUMBER OF SALES

Valuation & Sale Metrics: PRICE PER UNIT

2025 H1 AVERAGE PRICE PER UNIT



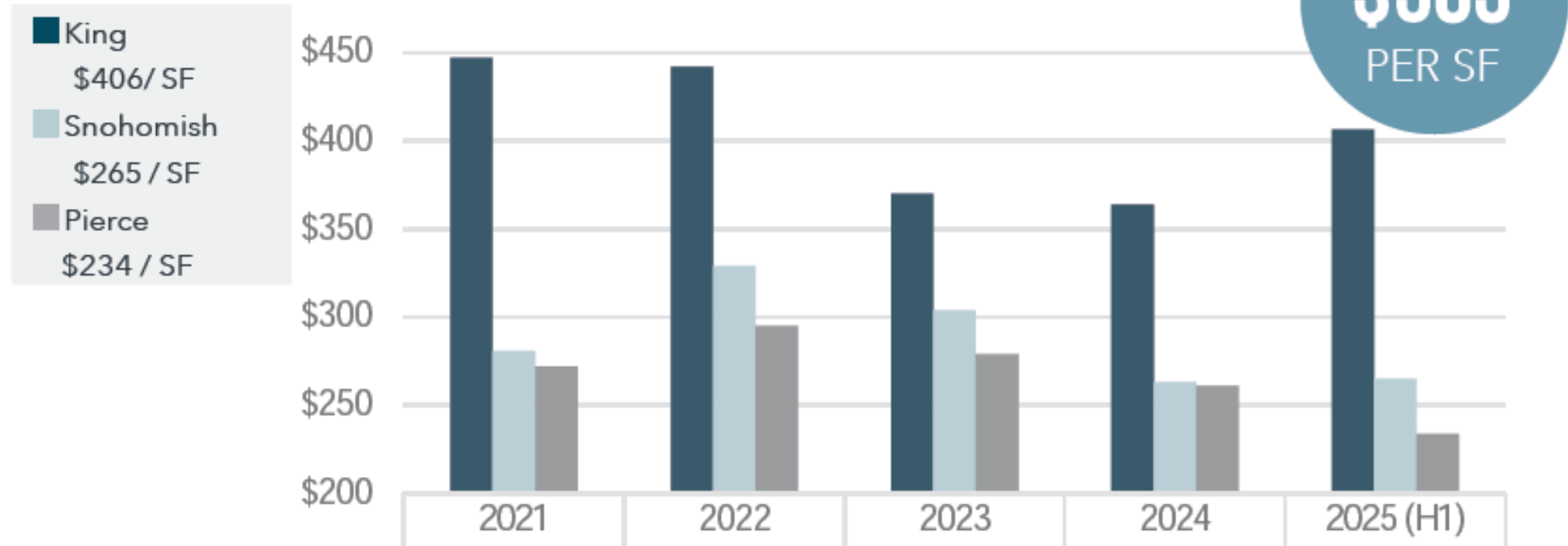
Price per unit is calculated by dividing the final sale price by the total number of units in a building.

Source: Primary Research, Commercial Brokers Association, Costar™, and Public Record

Valuation & Sale Metrics: PRICE PER SQUARE FOOT

22% down from the second half of 2022.

2025 H1 AVERAGE PRICE PER SF

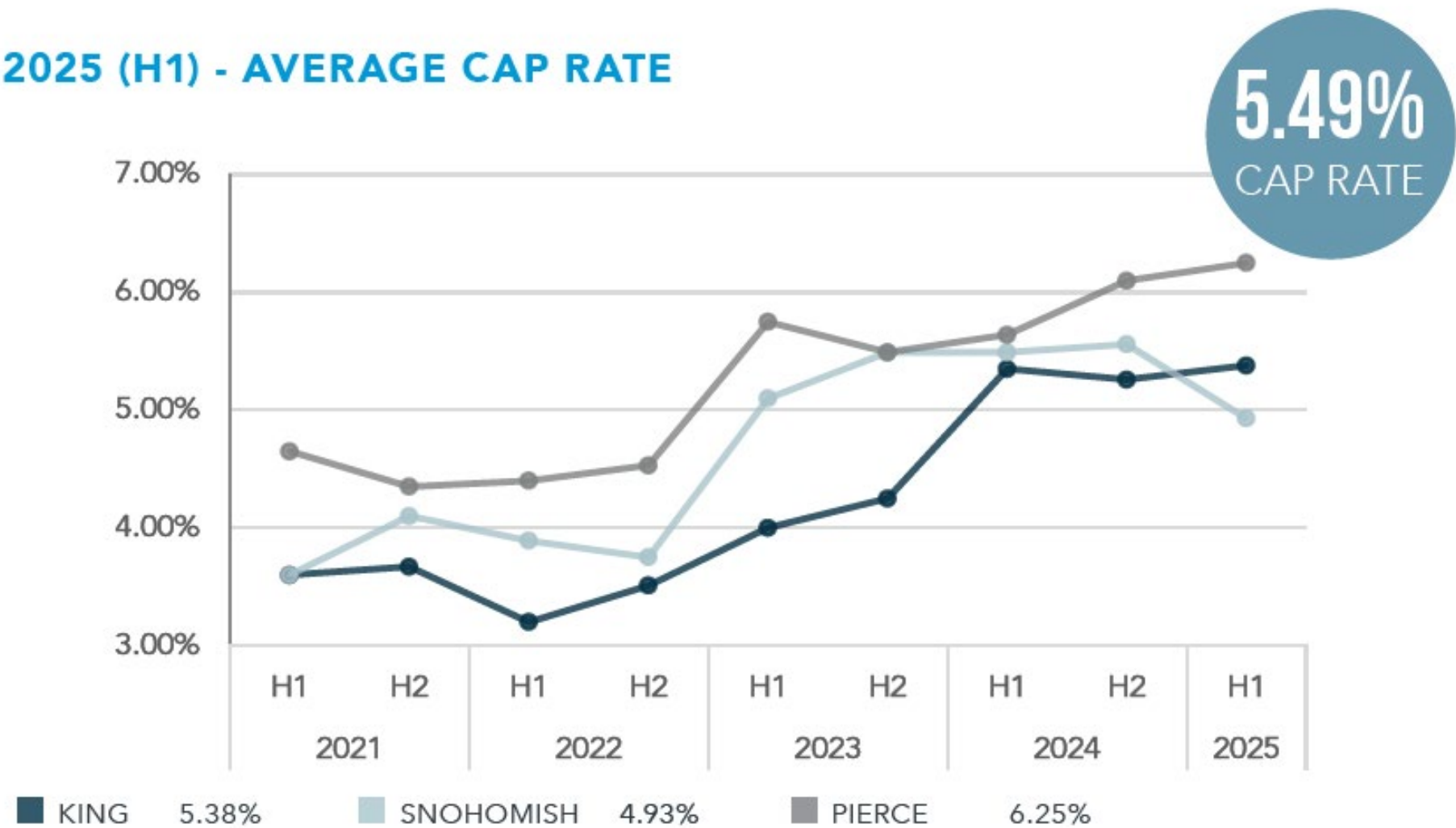


Price per square foot is calculated by dividing the final sale price by the total net rentable square feet in a building. Net rentable square footage is the sum of the total square feet of each apartment unit.

Source: Primary Research, Commercial Brokers Association, Costar™, and Public Record

Valuation & Sale Metrics: CAP RATE

2025 (H1) - AVERAGE CAP RATE



A cap rate is derived by dividing the annual NOI (net operating income) by the sales price. Our analysis is using blended actual and market cap rates. .

Source: Primary Research, Commercial Brokers Association, Costar™, and Public Record

What's Your Investor Avatar?



- **Side Hustle Homeowner**
Investor with a single-family residence or condo and a full-time profession.
- **Neighborhood Steward**
Owner or heir of 2–4 unit buildings with a full-time profession.
- **Legacy Builder**
Owner or heir of 5–10 unit buildings with a full-time job or nearing retirement.
- **Value-Add Strategist**
Investor of 5–10 unit buildings with construction or renovation experience.
- **Apartment Alchemist**
Investor of 10–50 unit buildings with construction or value-add experience.
- **Tech Portfolio Builder**
Tech professional diversifying into 5–20 unit buildings with property management support.



What's Your Investor Avatar?

Side Hustle Homeowner

Investor with a Single-Family Residence or Condo and a Full-Time Profession

Mission: Grow long-term wealth through real estate while managing a thriving career.

Playbook Checklist:

- **Entity Setup:** Form an LLC or trust for liability protection and financial separation.
- **Finance:** Review mortgage rates, explore refinancing, and build a credit line for future investments.
- **Tax Planning:** Track deductible expenses (interest, repairs, insurance, HOA fees).
- **Maintenance Plan:** Set a recurring home maintenance budget and vendor list.
- **Tenant Management:** Use tech tools for rent collection and communication.
- **Wealth Building:** Leverage home equity to fund your next property.
- **Exit Strategy:** Plan for a 5–10 year hold or trade up through a 1031 exchange.



What's Your Investor Avatar?

Neighborhood Steward

Owner or Heir of 2–4 Unit Buildings with a Full-Time Profession

Mission: Preserve family assets and optimize returns with responsible management.

Playbook Checklist:

- **Ownership & Legacy:** Confirm title, insurance, and estate documentation are current.
- **Financial Review:** Evaluate rent rolls and NOI — aim for consistent positive cash flow.
- **Improvements:** Prioritize durable, high-impact upgrades (energy efficiency, safety).
- **Professional Support:** Work with a CPA on depreciation and inheritance implications.
- **Property Management:** Engage reliable local PMs or automate operations.
- **Tracking:** Use digital dashboards for income/expense visibility.
- **Future Planning:** Consider long-term refinancing or family partnership structures.



What's Your Investor Avatar?

Legacy Builder

*Owner or Heir of 5–10 Unit Buildings
with a Full-Time Career or Nearing
Retirement*

Mission: Simplify operations, protect wealth, and establish a lasting legacy.

Playbook Checklist:

- **Estate Planning:** Maintain current wills, trusts, and succession documentation.
- **Team Building:** Assemble a trusted circle — property manager, CPA, estate attorney, bookkeeper.
- **Maintenance & Cap Ex:** Implement preventive maintenance and efficiency upgrades.
- **Cash Flow Optimization:** Balance rent growth with community stability and retention.
- **Lifestyle Design:** Move toward semi-passive investing through syndications or managed assets.
- **Tax Strategy:** Use depreciation and 1031 exchanges to minimize taxable gains.
- **Succession:** Create an asset guide or family operations binder for future generations.



What's Your Investor Avatar?

Apartment Alchemist

Investor of 10–50 Unit Buildings with Construction /Value-Add Experience

Mission: Scale efficiently, create sustainable housing, and build intergenerational wealth.

Playbook Checklist:

- **Deal Targeting:** Seek 10–30% rent upside through upgrades and strong management.
- **CapEx Planning:** Budget \$6K–\$10K per door for repositioning while minimizing displacement.
- **Financing:** Use agency or bridge loans with strong DSCR coverage.
- **Operational Excellence:** Implement digital rent collection, expense controls, and KPI tracking.
- **Investor Transparency:** Provide regular reporting if raising capital.
- **Community Focus:** Balance profitability with livability and local engagement.
- **Scaling Up:** Use equity growth to move into 50–100 unit deals or expand markets.



What's Your Investor Avatar?

Tech Portfolio Builder

Tech Professional Diversifying Stock Portfolio into 5–20 Unit Buildings with Property Management Support

Mission: Balance innovation and impact — bringing data-driven precision to real estate investing.

Playbook Checklist:

- **Capital Allocation:** Define investment goals — 8–12% annual return, moderate risk.
- **Tax Efficiency:** Use depreciation and cost segregation to offset W2 income strategically.
- **Team Structure:** Partner with a full-service PM firm and local real estate professionals.
- **Value Creation:** Add modern touches — smart locks, EV chargers, solar, high-speed Wi-Fi.
- **Data-Driven Oversight:** Use dashboards to monitor performance, occupancy, and ROI.
- **Continuous Learning:** Join investment networks or mentorship programs.
- **Long-Term Vision:** Reinvest profits into larger multifamily, mixed-use, or ESG-aligned projects.

Case Study #1



EQUINOX APARTMENTS
711 N 35th Street, Seattle

Presented By



Distilling the Opportunity

- Mixed Use 28-Unit Asset
- Central Fremont Location, Heavily Renovated
- Six Different Revenue Streams
- Lot Boundary Adjustment
- Distilling the Opportunity in a Complex Asset

Case Study #2



SUNSET HOUSE | 21 UNITS | BALLARD
5121 17th Ave NW, Seattle

Presented By



Maximize Value in a Shifting Market

- Family Legacy Asset
- Challenges
- Clear Communication & Due Diligence
- Competitive Bidding
- Successful Outcome
- Lesson Learned

Case Study #3

Let's Make a Deal!

- Long-term Ownership, Well Maintained Property
- Steady Cash Flow
- Value-Add Opportunity

Greenwood 6
719 N 85th Street, Seattle

Presented By





Questions & Key Takeaways

**Happy to answer
questions as time allows.**

**Feel free to come by our
booth or reach out to get
our market updates!**

Consider:

- **What is your Individualized Playbook?**
- **How can you benefit from Resetting Market Dynamics?**
 - Vacancy Turning Point & Rent Growth Returns
 - Policy Changes bring Tailwinds & Headwinds
- **What have you learned from our Investor Clients?**

CONTACTS



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