



CRE Solutions & Analytics, LLC

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Navigating Business & Commercial Real Estate

Curriculum Vitae

Henry D. Haddock

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Professional Work History

CRE SOLUTIONS & ANALYTICS, LLC, Orlando, Florida

2012 - Present

President

The core mission of CRE Solutions & Analytics, LLC (“CRESA”) is to assist its clients navigate the complexities of business and commercial real estate. CRESA’s client base includes, but is not limited to, law firms, financial institutions, privately held businesses, shareholders, borrowers, guarantors as well as commercial real estate owners, buyers, sellers, tenants and investors.

CRESA services include:

- Litigation Support - Commercial:
 - Testifying expert
 - Chapter 11 Bankruptcy
 - Consulting expert

- Consulting & Advisory Services - Non-publicly Traded Businesses:
 - Strategic planning
 - Budgeting and business plans
 - Optimizing enterprise value & capital structure
 - Exit planning & implementation
 - Business valuations

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- Sale, mergers or acquisitions
- Navigating high growth opportunities
- Dispute resolution
- Crisis management
- Shareholder wealth preservation

- Commercial Real Estate Services:
 - Brokerage & BPO's
 - Tenant or buyer representation
 - Owner's representative
 - Re-development, re-positioning & value enhancement
 - Receiverships & REO administration
 - Property management & leasing
 - Tax appeals

- Turnarounds & Workouts - Business and/or Commercial Real Estate:
 - Crisis Management
 - Partner /management disputes
 - Workouts: structuring, negotiation & implementation
 - Debt re-structuring
 - Forbearance agreements & settlements
 - Litigation management
 - Exits & liquidations
 - Capital infusions

- Debt & Equity Capital Sourcing:
 - Business
 - Commercial Real Estate

- Commercial Banking Support:
 - Bank due diligence support
 - Special projects
 - Special asset administration
 - Appraisal review & internal evaluations



SUNTRUST BANKS, INC., Orlando, Florida

1991 - 2011

EVP & Manager, CRE Special Assets Large Accounts Group (2007 - 2011)

- Successfully led a Special Assets team that resolved and liquidated over \$4B in large and highly-complex performing and non-performing commercial real estate-related assets. Assigned geography covered the southeastern United States. Relationships managed ranged from \$10MM to over \$120MM.
- Consistently met the bank's global mission of the Special Assets Group of maximizing the Net Present Value of each asset under management via consideration of all possible asset resolution strategies, and then implemented those resolution strategies in order to advance the bank's asset quality objectives.

EVP & Group Senior Credit Officer, Florida Group (2000 - 2007)

- Oversight of a \$7B+ Florida commercial real estate loan portfolio, with \$20MM in signature loan authority. Supervision of four regions and four Regional Credit Officers, plus statewide responsibility for CRE Valuation Review, Environmental Risk Management and Construction Administration functions for CRE, C&I and Wealth Management.

SVP & Regional Credit Officer, Central Florida Region (1995 - 2000)

- Oversight of a \$3.5B commercial real estate loan portfolio, with \$12.5MM in signature loan authority. Regional responsibility for CRE Valuation Review, Environmental Risk Management and Construction Administration functions for CRE, C&I and Wealth Management.

SVP Special Assets, Central Florida Region (1992 - 1995)

- Led six Special Asset Officers in the complete resolution and liquidation of the Central Florida region Special Asset portfolio, including CRE, C&I and ORE assets.

FVP & CRE Team Leader, Central Florida Region (1991)

- Relationship Manager and Team Leader, managing other CRE Relationship Managers in originating new business and maintaining targeted CRE bank relationships.



PINNACLE FINANCIAL & REALTY ADVISORS, INC., Tampa, Florida 1986 - 1991

EVP & Principal

- Co-founder of a boutique commercial mortgage banking, real estate brokerage and advisory & consulting firm.
- Provided advisory/consulting services on retainer to a large German fund investing in Florida real estate.
- Commercial mortgage banking originations through multiple institutional lending sources. Led new loan production in state of Florida for GNA for two consecutive years.

SOUTHEAST BANK, Tampa, Florida

1983 - 1986

Vice President

- Senior regional lender and Relationship Manager, originating new business and maintaining targeted CRE bank relationships.

EXCHANGE BANK / NCNB, Tampa, Florida

1980 - 1983

Assistant Vice President

- Advanced from Management Associate to Credit Analyst to CRE Relationship Manager. Also managed CRE workouts.



Education

University of Florida

BSBA, College of Business Administration

Finance major, with Honors

Licenses & Professional Affiliations

Licensed Florida Real Estate Broker

Central Florida Bankruptcy Law Association

The Risk Management Association

Boards

Orlando Neighborhood Improvement Corporation
(April, 2017 - Present)

City of Winter Garden Planning & Zoning Board
(January, 2018 - Present)

Published Articles

Active Risk Management Techniques for Residential Lending
Co-authors: Henry D. Haddock & Frank DiLorenzo
The RMA Journal, November 1, 2006

Commercial Real Estate Chapter 11: Cramdown Dangers & Defenses
Co-authors: Henry D. Haddock & Jules Cohen, Esq.
The RMA Journal, May 1, 2013



Prior Expert Witness Testimony & Court Acceptance

United States Bankruptcy Court Middle District of Florida:

Orlando & Jacksonville

State of Florida Circuit Courts:

5th, 9th, 11th & 18th Circuits

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