



# Real Estate Development, Design and Construction Consulting

Milwaukee, Wisconsin

## Let's take the first step together.

Headquartered in Milwaukee, Wisconsin, JJH3group provides consulting services in all phases of real estate development, design and construction. Our expertise spans the full spectrum of industry and project types: from commercial and medical office to multifamily residential, manufacturing, distribution, cold storage, retail and food service.

Our clients benefit as we draw from our broad experience to creatively and effectively address their unique challenges. Our small size means a more direct and personal consulting relationship and the flexibility to easily adapt to the changing needs of our clients. We are not limited to any one particular service or client type, and our business is not based on all-or-nothing contracts. Our roles and relationships are always customized to the client and the situation.

The first step in your project should not be "What can our firm sell you, or design for you, or build for you?", but rather "Where have you been, where are you now and how can we best help you get where you need to go?" Let's take that first step together.



### Design-Build Owner Representation

Offering business owners creative solutions, proven performance and reliable oversight on their design and construction projects.



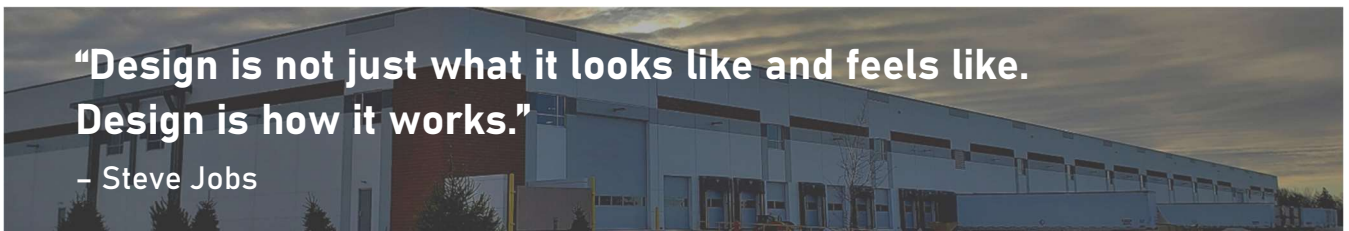
### Real Estate Development Consulting

Offering developers and business owners sound advice, innovative ideas and effective strategies for their real estate developments.



### Partnership / Investment Opportunities

Offering the opportunity to invest in interesting and profitable small and mid-sized residential and commercial developments.



**"Design is not just what it looks like and feels like.  
Design is how it works."**

– Steve Jobs

P. O. Box 1978  
Milwaukee, Wisconsin 53201

(414) 333-3430  
JHook@JJH3group.com





**Real Estate Development, Design  
and Construction Consulting**

## **A Broad Spectrum of Services for a Broad Spectrum of Clients**

Regardless of size or complexity, we believe every project is better served by a holistic approach. A design solution is not valid unless cost, constructability and long-term serviceability is considered. A building expansion should always be measured against how it might support — or inhibit — future operational plans and exit strategies. A developer is better positioned to act quickly, decisively — and confidently — with reliable preliminary plans and estimates.

We believe we are uniquely positioned to serve clients in all industries. We bring hands-on design experience, construction experience and development experience to every project. We provide answers to the questions that specialists in our industry may not even realize they should be asking.

And we make every client's challenges our own. We serve as our client's representative and advocate throughout the project, managing and overseeing the designers, consultants, contractors and vendors to ensure adherence to the mutually-established goals, objectives, budget, schedule and quality expectations.

Depending upon the needs of the client and the project, our services may include any of the following:

- Site analysis and evaluation
- Feasibility analysis
- Due diligence
- Conceptual design
- Community relations and outreach
- Planning, zoning and entitlements
- Preliminary budgets and proformas
- Traditional and non-traditional financing
- Infrastructure assessment
- Team selection and contracting
- Program development
- Needs forecasting
- Program validation
- Permitting and approvals
- Budget development and oversight
- Value engineering
- Design management
- Sustainability management
- Constructability and maintainability reviews
- Schedule development and oversight
- Logistical planning and construction phasing
- Cost control
- Contractor selection and management
- Materials procurement
- Quality control
- Construction management and oversight
- Owner vendor management
- Furniture fixtures and equipment procurement
- Commissioning oversight
- Project closeout and warranty
- Transition and relocation planning / move-in
- Facility maintenance program development
- Computerized maintenance management system

### **Passion. Experience. Diligence.**

We don't have a lot of mouths to feed. We don't have a large office lease to justify. We don't have a fleet of equipment to employ. What we have is a passion for helping our clients find the best solutions to their real estate needs and a track record of success.

We're open to a short-term role or a long-term partnership. We've worked with large corporations and small family businesses, on complex projects and simple ones. Let's take the first steps together and see where things go from there.



**Real Estate Development, Design  
and Construction Consulting**

## **Design-Build Owner's Representative Services**

**When considering the team you need to design and build your new facility, don't underestimate the importance and value of an owner's rep to oversee that team.**

An owner's rep is an often overlooked and undervalued partner. You know you need a broker, an architect, a contractor... But is that site right for you or the broker? Which architect will best execute your vision? Have you invited the right contractors to bid, and who's reviewing their costs and making sure the work is done properly?

And about that site... Are there environmental issues? Zoning, permitting or infrastructure challenges? Are public funds available? How much should it cost? How long should it take? What about furniture? IT? Security?

You have a business to run and clients of your own that won't wait while you manage your project. And if yours is like most organizations, you likely have the specialized expertise necessary to efficiently achieve your goals and effectively manage your risks and resources.

**You need an owner's rep. Let us help.**

JJH3group can take the lead in managing your project from start to finish — educating you, advocating for you and assembling and leading the design-build team on your behalf. We make sure that YOUR vision is the TEAM's vision, that YOUR priorities are the TEAM's priorities... Planning, organizing, facilitating communication, resolving conflicts and providing expertise and value well beyond the cost of our services.



### **DUE DILIGENCE / PRE-DESIGN SERVICES**

Our development expertise can provide value even before a property is selected — organizing the process, providing valuable budget and planning insight, and helping you make well-informed and effective decisions:

- Establishing project requirements, objectives, milestones and budgets
- Finding and evaluating potential sites; leading the due diligence effort
- Managing the entitlement process and obtaining governmental approvals
- Creating and maintaining the master proforma, budget and project schedule

### **PRE-CONSTRUCTION SERVICES**

Trust us to take on the important role of assembling the right design team, streamlining approvals and helping the team "value engineer" the project — removing unnecessary costs and directing expenditure where it maximizes value. Equally critical is our ability to strategically and effectively plan the construction process and find the best contractors for the job:

- Assembling the design team and overseeing the design and permitting process
- Reviewing the documents for quality, constructability and cost-effectiveness
- Developing construction phasing plans; updating budgets and cash flow projections
- Managing the bid process, evaluating proposals and supporting contract negotiation

## CONSTRUCTION SERVICES

As construction begins, we transition into your representative and advocate for all field matters — facilitating communication within and outside the team, overseeing the work, making sure project objectives are being met safely and properly, administering construction contracts and providing regular budget and schedule updates:

- Reviewing submittals and regularly touring the site for quality, productivity and safety
- Attending regular team meetings to discuss progress, scheduling and coordination
- Providing the client with periodic budget and schedule updates; identifying potential risks
- Managing change order requests and the monthly contractor payment process



## PROJECT CLOSE-OUT

Our responsibility is to not only make sure the work is executed properly, but to coordinate with the contractors, designers, local authorities and your team to assure a smooth construction close-out and move-in process:

- Working with designers and contractors to document, address and close out the punch list
- Overseeing commissioning, testing, start-up and training; collecting warranties and record documents
- Verifying final payments to all contractors; collecting all appropriate lien waivers, bonds, etc

## SALES / MARKETING

On developer-driven projects, an experienced owner's rep plays a key role in the client's sales, marketing and lease-up efforts by effectively integrating the expectations of the client's target market into site selection, design and construction. We make sure all project decisions are synchronized with marketing strategies that will differentiate your final product from the competition and attract the right customers — which is ultimately the true measure of project success.

▪       ▪       ▪       ▪       ▪

*Interested in learning more? JH3group is a commercial real estate development and design-build advisory firm based in Milwaukee, WI. The firm was founded on a core set of guiding values and principles, providing clients with quality development, design and construction services across a broad spectrum of project types. We are experienced in assembling multidisciplinary teams and partnering with public and private stakeholders to deliver well-designed, functional and efficient facilities. Let JH3group help you plan and manage your next project. For a free consultation, please contact us at [JH3group@gmail.com](mailto:JH3group@gmail.com) or (414) 333-3430.*



**Real Estate Development, Design and Construction Consulting**

## Real Estate Development Consulting Services

**Real estate development can open up opportunities, but with increased risk and complexity. A development consultant can help you navigate those challenges.**

Real estate development projects are increasingly complex, cost-sensitive and schedule-driven. At the same time, development sites are increasingly challenging, approval processes are increasingly complicated and financial partners are increasingly demanding and risk-averse.

Budget overruns, environmental issues, poor soil conditions, community resistance, permitting headaches... Developers and business leaders who don't possess the tools in-house to successfully anticipate and manage the range of potential development challenges can quickly find themselves in serious trouble.

**You need a development consultant. Let us help.**

JJH3group offers clients specialized knowledge and expertise throughout the development process: from site selection and entitlements through financing, design, construction and ultimately lease-up/sale. We work to help our clients better understand their costs and their options – to see both the opportunities and the pitfalls – providing them with reliable advice for well-informed decisions, lower risk and higher returns.

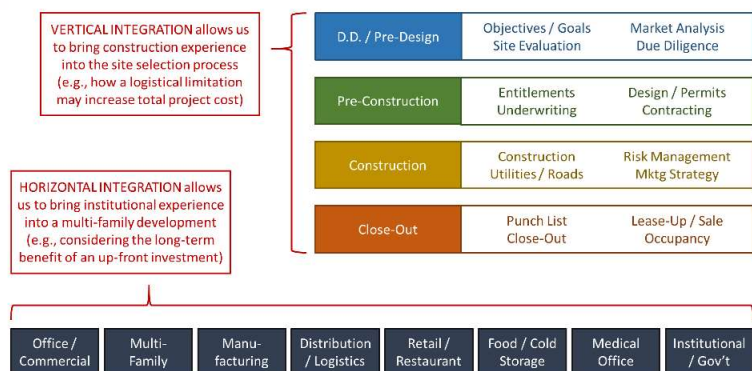


### Take advantage of our deep and broad portfolio of expertise

JJH3group prides itself on being a creative, cost-effective and results-oriented development partner. We understand what our clients are trying to accomplish and the difficulties they face because we've been in their shoes and we've worked in their markets – what we sometimes call our vertical and horizontal integration:

By vertical integration we refer to the fact that we have experience throughout the development process, from site selection, due diligence, acquisition and entitlements to financing, construction, operations, leasing and sale. We've actually done the design work, we've built buildings, we've negotiated developer's agreements and procured TIF financing. We've estimated costs, won and lost bids, rezoned sites, negotiated leases – and we bring that knowledge and experience into every new relationship.

Similarly, when we talk about our horizontal integration we refer to the breadth of our design and construction experience across a diverse range of project types, from



commercial and medical office to multifamily residential, manufacturing, distribution, cold storage, retail and food service. The knowledge and expertise gained from helping those clients solve their unique challenges gives us a wider perspective from which to anticipate obstacles, solve problems and seize opportunities that may not have otherwise been apparent.

What does that depth and breadth of experience mean for you? It means more creative solutions, predictable schedules and more efficient budgets... It means a better use of your resources, your time and your money.



### **Managing your project from conception through completion**

We operate as fully-integrated members of the project team... developing the program, organizing the process, providing insight, advocating on your behalf and collaborating with internal and external stakeholders. We ask the critical questions early in the process, then apply proven, innovative, economical — and executable — solutions that find the right balance of cost, quality, risk and time.

While various project team members will perform role-specific tasks, we are actively engaged in those tasks and ultimately responsible for all aspects of the development process:

- Developing the overall program, scope, schedule and delivery method
- Identifying sites, assess feasibility and leading the due diligence effort
- Creating conceptual budgets, proformas, sensitivity analyses and 'what-if' scenarios
- Engaging designers and consultants; leading the entitlement and approval processes
- Helping procure financing; identifying and pursuing potential government assistance

As the project enters the design and construction phases, we are well-positioned and well-prepared to seamlessly transition into the role of owner's construction representative all the way through occupancy:

- Managing the design process; providing budget and value engineering insight
- Bidding, negotiating and enforcing construction contracts; managing cost, schedule and quality
- Monitoring project punchlist and close-out; obtaining occupancy permits and licenses
- Supporting the client's leasing, marketing and sales efforts

*Interested in learning more? JH3group is a commercial real estate development and advisory firm based in Milwaukee, WI. The firm was founded and operates on a core set of guiding values and principles, providing clients with quality development, design and construction services across a broad spectrum of project types. We are experienced in assembling multidisciplinary teams and partnering with public and private stakeholders to deliver well-designed, functional and efficient facilities. Let JH3group help you plan and manage your next project. For a free consultation, please contact us at [JH3group@gmail.com](mailto:JH3group@gmail.com) or (414) 333-3430.*



Real Estate Development, Design  
and Construction Consulting

## Real Estate Development Investment Opportunities

The real estate arena is often perceived as an exclusive one with high barriers to entry. Our goal is to create opportunities for “the rest of us” to participate.



### Partnerships / Syndication

Seeking out and creating opportunities for investment in interesting, innovative and profitable real estate development projects.

### Owner Equity / Sale-Lease Back

Offering opportunities for property owners to maximize the returns generated through their existing land and real estate holdings.

### No-Cost Tenant Ownership

Creating innovative ways for residential and commercial tenants to participate in real estate development without up-front capital.

*Interested in learning more? JJH3group is a commercial real estate development and design-build advisory firm based in Milwaukee, WI. The firm was founded on a core set of guiding values and principles, providing clients with quality development, design and construction services across a broad spectrum of project types. We are experienced in assembling multidisciplinary teams and partnering with public and private stakeholders to deliver well-designed, functional and efficient facilities. Let JJH3group help you plan and manage your next project. For a free consultation, please contact us at [JJH3group@gmail.com](mailto:JJH3group@gmail.com) or (414) 333-3430.*

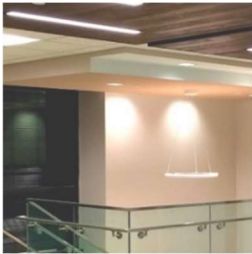


Real Estate Development, Design  
and Construction Consulting

## A Diverse Portfolio of Diverse Solutions to Diverse Challenges

“...breadth of training predicts breadth of transfer. That is, the more contexts in which something is learned, the more the learner creates abstract models, and the less they rely on any particular example. Learners become better at applying their knowledge to a situation they’ve never seen before, which is the essence of creativity.”

— David Epstein in “Range: Why Generalists Triumph in a Specialized World”



**Office / Commercial**



**Multifamily Residential**



**Manufacturing**



**Distribution / Logistics**



**Retail / Restaurant**



**Food / Cold Storage**



**Medical Office / Clinical**



**Institutional / Gov't**



**Specialty Projects**





Real Estate Development, Design  
and Construction Consulting



**Helping you make a statement to your clients  
and a commitment to your employees.**



### **Development**

- 37,000 SF building shell designed for expansion and potential multi-tenancy
- 20,000 SF of office and design space on two levels
- Designed around wetlands and environmental corridors on challenging 33-acre site



### **Design**

- 62,000 SF multi-tenant medical office building on existing hospital campus
- Ambulatory surgery center, urgent care, imaging, pain mgmt, imaging, sleep center, physical therapy, wellness center, physician offices



### **Construction**

- 130,000 SF multi-tenant industrial building
- 95,000 SF primary tenant with 40,000 SF of office and service space on two levels
- Employed dynamic ground compaction to salvage an underutilized 10-acre site

*Interested in learning more? JJH3group is a commercial real estate development and advisory firm based in Milwaukee, WI. The firm was founded and operates on a core set of guiding values and principles, providing clients with quality development, design and construction services across a broad spectrum of project types. We are experienced in assembling multidisciplinary teams and partnering with public and private stakeholders to deliver well-designed, functional and efficient facilities. Let JJH3group help you plan and manage your next project. For a free consultation, please contact us at [JJH3group@gmail.com](mailto:JJH3group@gmail.com) or (414) 333-3430.*



## Developing the product your tenants desire and the returns your investors demand.



### Development

- 97,000 SF private student apartment complex
- 80 units, 165 bedrooms
- Interior garage parking
- 7,500 SF ground-floor retail space



### Design

- 107,000 SF private student apartment complex
- 72 units, 162 bedrooms
- Interior garage parking
- 8,000 SF ground-floor retail space



### Construction

- 58,000 SF addition to existing university apartment complex
- 61 units, 123 beds
- Ground-floor university housing office suite

*Interested in learning more? JJH3group is a commercial real estate development and advisory firm based in Milwaukee, WI. The firm was founded and operates on a core set of guiding values and principles, providing clients with quality development, design and construction services across a broad spectrum of project types. We are experienced in assembling multidisciplinary teams and partnering with public and private stakeholders to deliver well-designed, functional and efficient facilities. Let JJH3group help you plan and manage your next project. For a free consultation, please contact us at [JJH3group@gmail.com](mailto:JJH3group@gmail.com) or (414) 333-3430.*



Real Estate Development, Design and Construction Consulting



**Creatively and efficiently helping you maximize the return on your biggest investments.**



### Development

- 325,000 SF manufacturing and distribution facility on a redeveloped 32-acre site
- 25,000 SF of office space
- \$2.2 million T.I.F. for municipal sewer and water infrastructure



### Design

- 51,000 SF manufacturing facility with planned expansion on 6-acre site
- 17,000 SF of office space
- Incorporated leading-edge LED lighting technology



### Construction

- 125,000 SF manufacturing expansion to connect existing buildings on a tiered site
- 40,000 SF of office, service and maintenance spaces
- \$3.1 million T.I.F. for utilities and redevelopment costs

*Interested in learning more? JJH3group is a commercial real estate development and advisory firm based in Milwaukee, WI. The firm was founded and operates on a core set of guiding values and principles, providing clients with quality development, design and construction services across a broad spectrum of project types. We are experienced in assembling multidisciplinary teams and partnering with public and private stakeholders to deliver well-designed, functional and efficient facilities. Let JJH3group help you plan and manage your next project. For a free consultation, please contact us at JJH3group@gmail.com or (414) 333-3430.*





## Our Experience: Distribution and Logistics

**Delivering economy and efficiency to our clients  
so they can deliver the same to theirs.**



### Development

- 200,000 SF multi-tenant spec distribution building
- Leased to single tenant with 25,000 SF office build-out
- New public street and intersection funded by a \$2.9 million T.I.F.



### Design

- 250,000 SF building designed for expansion and potential multi-tenancy
- 17,500 SF of two-story corporate HQ office space
- 25,000 SF of manufacturing and assembly space



### Construction

- 1,100,000 SF dry / cold / frozen grocery distribution building on 130-acre site
- 80,000 SF of office, training and support space
- On-site truck repair and washing facilities

*Interested in learning more? JJH3group is a commercial real estate development and advisory firm based in Milwaukee, WI. The firm was founded and operates on a core set of guiding values and principles, providing clients with quality development, design and construction services across a broad spectrum of project types. We are experienced in assembling multidisciplinary teams and partnering with public and private stakeholders to deliver well-designed, functional and efficient facilities. Let JJH3group help you plan and manage your next project. For a free consultation, please contact us at [JJH3group@gmail.com](mailto:JJH3group@gmail.com) or (414) 333-3430.*



Real Estate Development, Design  
and Construction Consulting



**Helping you meet the unique and diverse expectations of a unique and diverse marketplace.**



### Development

- 350,000 SF retail center designed to LEED standards
- 132,000 SF anchor tenant
- 55 acre brownfield redevelopment with a \$3.8 million T.I.F.



### Design

- 72-unit private, market-rate student apartment building on urban redevelopment site
- 7,500 SF ground floor retail with 6,500 SF anchor tenant



### Construction

- 61,000 SF grocery anchor in a large retail power center development
- Designed and constructed for LEED-Silver certification

*Interested in learning more? JJH3group is a commercial real estate development and advisory firm based in Milwaukee, WI. The firm was founded and operates on a core set of guiding values and principles, providing clients with quality development, design and construction services across a broad spectrum of project types. We are experienced in assembling multidisciplinary teams and partnering with public and private stakeholders to deliver well-designed, functional and efficient facilities. Let JJH3group help you plan and manage your next project. For a free consultation, please contact us at JJH3group@gmail.com or (414) 333-3430.*



Real Estate Development, Design and Construction Consulting



Serving an industry where time is money, experience is critical and the devil is in the details.



### Development

- 60,000 SF grocery co-anchor of 55-acre retail development
- Designed and constructed for LEED-Silver certification
- Brownfield redevelopment with \$3.8 million T.I.F.



### Design

- 1,100,000 SF dry / cold / frozen grocery distribution building on 130-acre site
- 80,000 SF of office, training and support space
- On-site truck repair and washing facilities



### Construction

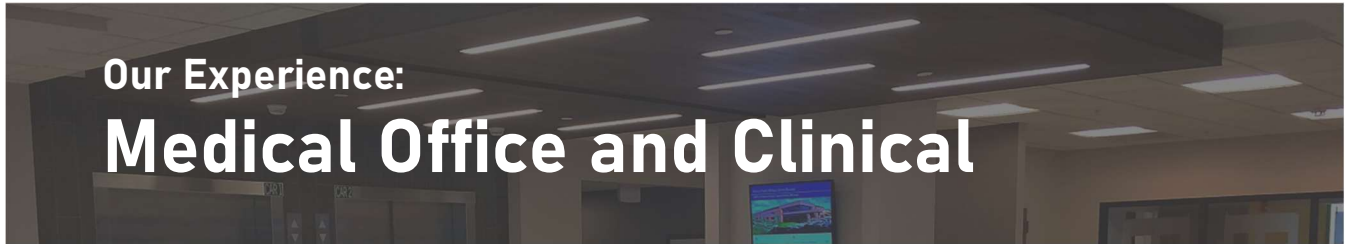
- 55,000 SF distribution and employee support addition
- 600 LF corridor to connect freezers and meat and pork production operations
- Major utility upgrades for 100+ year old facility

Interested in learning more? JJH3group is a commercial real estate development and advisory firm based in Milwaukee, WI. The firm was founded and operates on a core set of guiding values and principles, providing clients with quality development, design and construction services across a broad spectrum of project types. We are experienced in assembling multidisciplinary teams and partnering with public and private stakeholders to deliver well-designed, functional and efficient facilities. Let JJH3group help you plan and manage your next project. For a free consultation, please contact us at JJH3group@gmail.com or (414) 333-3430.





Real Estate Development, Design  
and Construction Consulting



**Delivering quality, efficiency and performance  
to clients who can't settle for less.**



### Development

- 79,000 SF multi-tenant medical office building on an urban brownfield redevelopment site
- Urgent care, imaging, pain management, endoscopy, wound care, physician offices



### Design

- 62,000 SF multi-tenant medical office building on an existing hospital campus
- Ambulatory surgery center, urgent care, imaging, sleep center, physical therapy, pain mgmt, wellness center, physician offices



### Construction

- Complete renovation of an existing 28,000 SF into a corporate wellness center
- 14,000 SF fitness center
- 9,500 SF medical clinic
- 3,000 SF support suites

*Interested in learning more? JJH3group is a commercial real estate development and advisory firm based in Milwaukee, WI. The firm was founded and operates on a core set of guiding values and principles, providing clients with quality development, design and construction services across a broad spectrum of project types. We are experienced in assembling multidisciplinary teams and partnering with public and private stakeholders to deliver well-designed, functional and efficient facilities. Let JJH3group help you plan and manage your next project. For a free consultation, please contact us at [JJH3group@gmail.com](mailto:JJH3group@gmail.com) or (414) 333-3430.*



Real Estate Development, Design and Construction Consulting



The creativity and efficiency you expect, the leadership and transparency you need.



Development

- Urban redevelopment and 58,000 SF addition to an existing university apartment complex
61 units, 123 beds
Ground-floor university housing office suite



Design

- Assessment of existing university athletic facilities
Pre-design of potential basketball program practice and training spaces
Construction logistics and preliminary cost estimates



Construction

- 6-story, 105,000 SF parking structure for university client
1,100 car capacity
Designed to be expanded while remaining fully operational

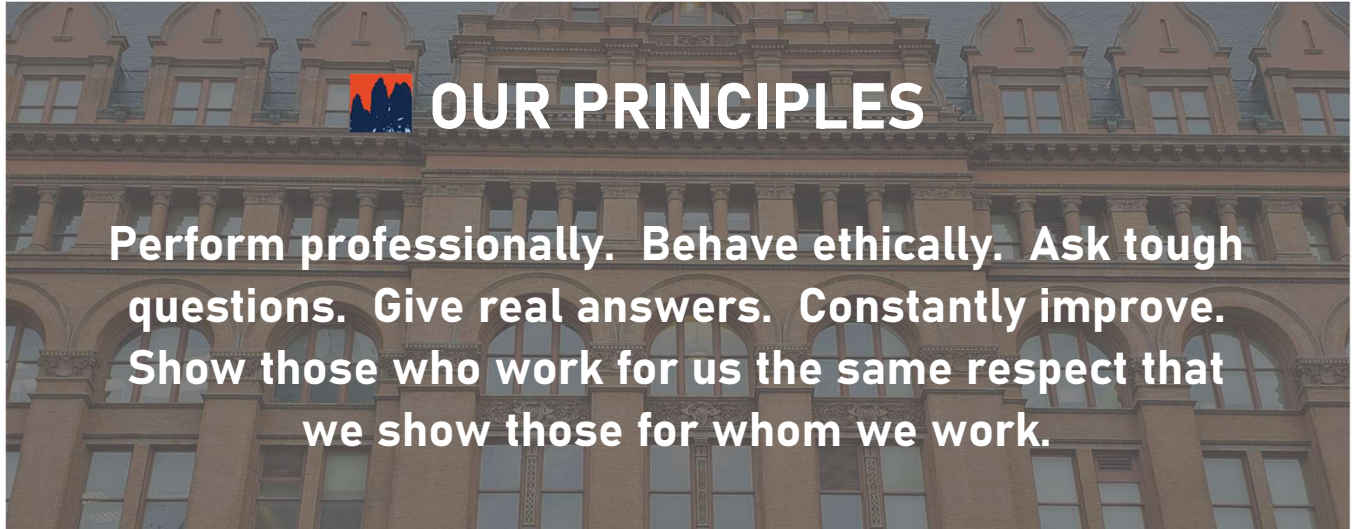
Interested in learning more? JJH3group is a commercial real estate development and advisory firm based in Milwaukee, WI. The firm was founded and operates on a core set of guiding values and principles, providing clients with quality development, design and construction services across a broad spectrum of project types. We are experienced in assembling multidisciplinary teams and partnering with public and private stakeholders to deliver well-designed, functional and efficient facilities. Let JJH3group help you plan and manage your next project. For a free consultation, please contact us at JJH3group@gmail.com or (414) 333-3430.







Real Estate Development, Design  
and Construction Consulting



## OUR PRINCIPLES

Perform professionally. Behave ethically. Ask tough questions. Give real answers. Constantly improve. Show those who work for us the same respect that we show those for whom we work.



## OUR MISSION

Do quality work with quality people for quality clients. Life is too short to not enjoy what you're doing and be proud of what you've done.

 OUR TEAM**JEFFREY J. HOOK, P.E., LEED-AP****Principal**

Mr. Hook has more than twenty years of design, project management and real estate development experience.

After earning B.S. and M.S. degrees in structural engineering from the University of Illinois, he spent the first three years of his career designing large-scale commercial, industrial and multifamily projects across the country.

He has spent the two decades since managing the development, design and construction of a wide range of project sizes and types for national real estate developers and regional design-build general contractors — primarily in southeastern Wisconsin, but also in Illinois, Michigan and New Jersey.

Mr. Hook's broad, hands-on experience gives him a unique perspective and better understanding of how all of the various aspects of a project — development, design, construction, operations and leasing/sales — are intertwined and mutually dependent. His clients benefit from his ability to see and appreciate the whole picture to help them make better-informed design decisions and more effectively manage their project costs, schedules and processes.

He takes particular pride in leading teams that have overcome significant challenges — salvaging sites that have been “undevelopable” for decades or “can't be rezoned”, hitting delivery dates that are “impossible” to meet, delivering projects that “can't work financially” or have “too many moving parts”.

In his free time, Mr. Hook enjoys traveling, photography and coaching youth soccer.



- B.S. Civil Engineering, University of Illinois at Urbana-Champaign
- M.S. Structural Engineering, University of Illinois at Urbana-Champaign
- Professional Engineer, State of Wisconsin
- LEED Accredited Professional (USGBC)
- Recipient of national recognition by the Design-Build Institute of America