

**JPP**  
CAPITAL ADVISORS

Where Experience and Trust Meet Opportunity

# About JPP Capital

Founded in 2016 by Principals Jimmy H. Jackson, Pete Moore, and Parker Briley, JPP Capital (“JPP” and “Firm”) brings together a unique, complementary, and distinct set of commercial real estate expertise. With combined real estate experience exceeding 65 years, JPP’s three Principals have worked in the following roles throughout their accomplished careers: Developer, Banker, Appraiser, Investor, Buyer Representative, Investment Sales’ Broker, Loan Acquisitions’ Associate, and Private Equity Associate. Within these capacities, Jimmy, Pete, and Parker have been responsible for successful transactions exceeding \$10 billion.

JPP’s philosophy: At the core of true excellence exists honesty, transparency, reliability, and professionalism. The culture

of our firm drives us to treat every client as we would like to be treated. We sweat the small stuff in order to deliver winning results. Overdelivering is at the heart of what we do. We believe that there is a direct correlation between achieving our client’s immediate goals and achieving JPP’s long-term goals.

JPP is intently dedicated to capitalizing each client’s transaction in the most cost-effective and efficient way. For JPP to embody exceptional dedication, all three of our firm’s founding Principals fully immerse themselves in the detailed process of every deal. Our promise to you is that we will handle your transaction as our own. Your deal is our deal.

## PROPERTY TYPES

### Retail

Single-Tenant, Strip Centers, Community Retail Centers, Power Centers, Lifestyle Centers, and Regional Malls

### Multifamily

Garden-Style, Wrap, Mid-Rise Podium, and High-Rise

### Hotel/Hospitality

Limited-Service, Select-Service, Full-Service, and Convention Hotels

### Industrial

Manufacturing Facilities, Warehouses, and Flex Space

### Land

Commercial, Residential, Urban, Suburban, and Speculative

### Office

High-Rise, Mid-Rise, Tilt-Wall, and Medical

### Ranching/Farming/Hunting

Private and Commercial

### Senior Housing

Independent Living (IL), Assisted Living (AL), Memory Care (MC), and Nursing Care (NC)

### Special-Purpose

Self-Storage and Marinas

# FOUNDING PARTNERS

## **JIMMY H. JACKSON, MAI**

As a Founding Principal of JPP, Jimmy primarily focuses on the business development of the company's capital markets' activities. In 1993, he co-founded Jackson Claborn, Inc. (JCI), a highly successful real estate consulting/valuation firm. In 2017, Jimmy partnered with Integra Realty Resources (IRR) to open the Dallas/Fort Worth commercial consulting/valuation office. Jimmy also brings more than 30 years of investment, development, and land acquisition experience to the company.

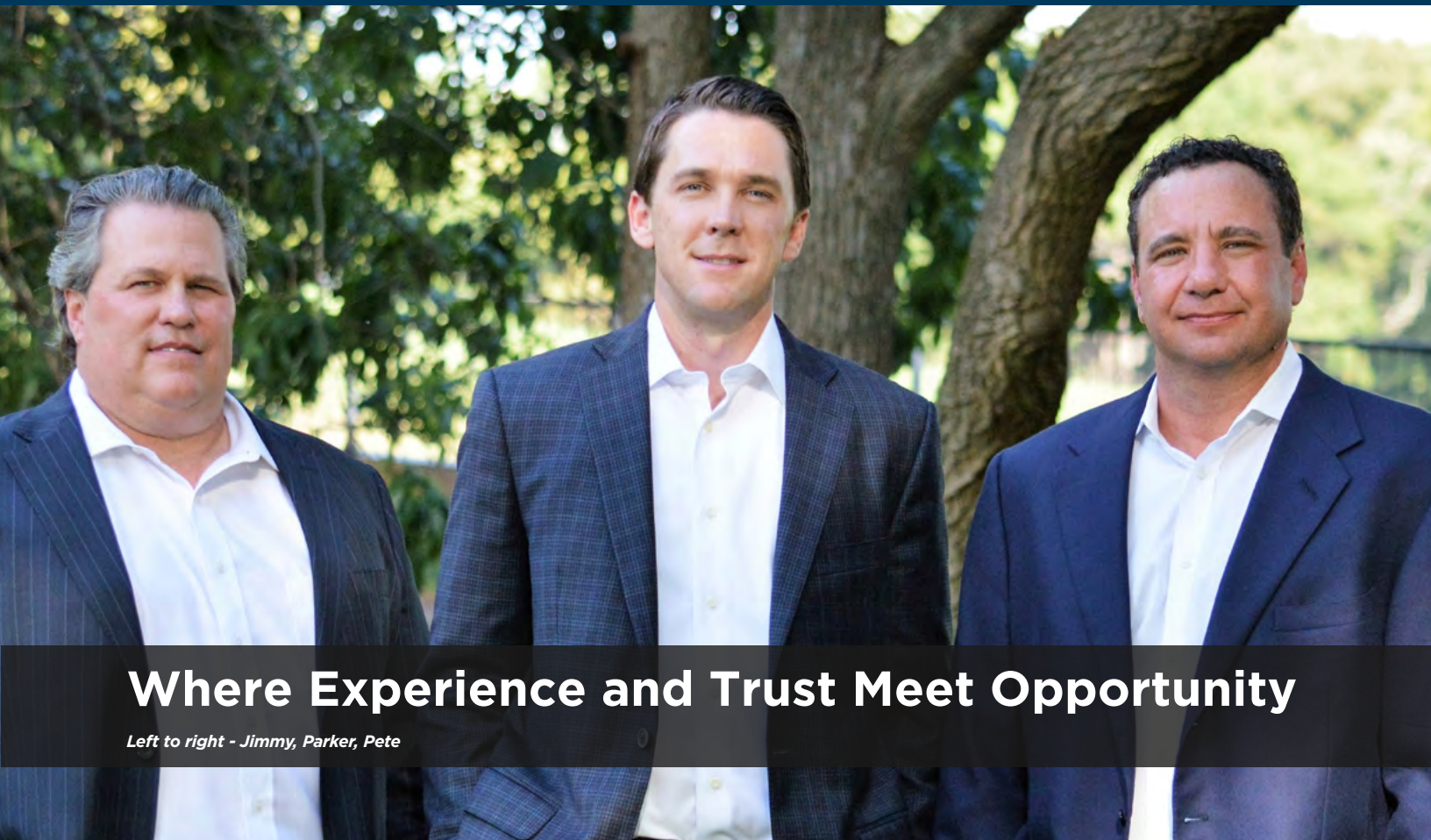
## **PETE MOORE**

As a Founding Principal of JPP, Pete primarily focuses on the business development of the company's capital markets' activities. For more than 24 years, he has worked in real estate development and land speculation/acquisition. As co-founder of Hunter Equity, LLC, Pete acquired \$100+ million worth of investment properties in the D/FW Metroplex since 2011. As both a sponsor and investor, the Moore family has been active in the Dallas real estate market for 60+ years.

## **PARKER BRILEY, CCIM**

As a Founding Principal of JPP, Parker is primarily responsible for the management and execution of the company's capital markets' origination activities. He has worked within the commercial real estate capital markets' industry since 2004, with stints at companies such as Goldman Sachs, CSG Investments, and Loan Acquisition Corporation. After earning the CCIM designation in 2009, Parker went on to receive his TREC broker's license in 2011.

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*Left to right - Jimmy, Parker, Pete*



# Services and Specialties

There is a distinct advantage to working with JPP's Principals, who have decades of hands-on experience as developers, investors, and guarantors. As a result, the client benefits from JPP's guidance in facilitating the skillful closing of each individual capital transaction. Tailoring commercial real estate debt and equity solutions is our firm's primary focus, with the ultimate goal of optimizing capital to precisely fit the priorities of every client. JPP sets itself apart by not only understanding the key nuances of all property types but also by being able to swiftly discern the appropriate capital structure. With more than 1,000 capital relationships across the globe, our firm is ideally equipped to underwrite, negotiate, and close complicated commercial real estate deals across the entire United States.

## Non-Recourse Term Debt

Minimum loan size = \$1,000,000  
Maximum loan size = No limit  
Loan Term = 5-20 years  
Loan Amortization = 15-30 years  
Coupon = Subject to daily credit market movements. Available upon request.

## Non-Recourse Bridge Debt

Minimum loan size = \$1,000,000  
Maximum loan size = No limit  
Loan Term = 1-5 years  
Loan Amortization = Interest-Only  
Coupon = Subject to daily credit market movements. Available upon request.

## Non-Recourse Construction Debt

Minimum loan size = \$3,000,000  
Maximum loan size = No limit  
Loan Term = 12-36 months  
Loan Amortization = Interest-Only  
Coupon = Subject to daily credit market movements. Available upon request.

## Non-Recourse "Stretch" Construction Debt

Minimum loan size = \$15,000,000  
Maximum loan size = No limit  
Loan Term = 12-36 months  
Loan Amortization = Interest-Only  
Coupon = Subject to daily credit market movements. Available upon request.

## Non-Recourse Mezzanine Debt

Minimum loan size = \$5,000,000  
Maximum loan size = No limit  
Loan Term = Coterminous with Senior Lien Creditor; generally 2-5 years.  
Loan Amortization = Interest-Only  
Coupon = Negotiable, depending upon notable factors such as (i) total leverage, (ii) dscr, and (iii) asset quality.

## Non-Recourse Construction Bond Debt

Minimum size = \$1,000,000  
Maximum size = No limit  
Term = Generally 10-30 years  
Amortization = Self-Amortizing (i.e. coterminous with Term)  
Coupon = Negotiable, depending upon key factors such as (i) issuer rating, (ii) total leverage, (iii) Sponsor experience, and (iv) collateral cash flow.

## Preferred Equity

Minimum size = \$1,000,000  
Maximum size = No limit  
Term = Generally 2-5 years  
Amortization = Interest-Only  
Coupon = Negotiable, depending upon notable factors such as (i) total leverage, (ii) dscr, (iii) asset quality, and (iv) existence of back-end splits.

## Joint Venture Equity

Minimum size = \$500,000  
Maximum size = No limit  
Preferred coupon = Negotiable, depending upon key factors such as (i) promote structure, (ii) % of equity provided by client versus JV equity partner, (iii) asset quality, and (iv) leveraged IRR.

## Advisory & Consultation

Many of JPP's clients have the desire to engage a commercial real estate professional to perform limited-scope analysis. Whether you'd like to hire JPP to prepare a Broker Opinion of Value (BOV), make a detailed presentation, conduct a site inspection, or simply draft a report on a property's submarket, our firm's professionals have the necessary expertise and data to perform a wide variety of commercial real estate consulting assignments.

# Contact Us

**PARKER BRILEY, CCIM**

**PHONE** 972-725-7756

**FAX** 972-733-1403

**EMAIL** [info@jppcapital.com](mailto:info@jppcapital.com)

1100 Mira Vista Boulevard  
Plano, TX 75093

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