

Stephen E. Roulac, Ph.D.

Property Expert • Strategy Advisor • Expert Witness • Futurist • Professional Speaker

Unique Perspective on the Most Important Challenges Facing Individuals, Investors, and Businesses

1 **Place strategy** is crucial to individual, business and investing success—yet too few people have the Right Place strategy

2 Markets and **big ideas** are more important in determining business property and investment outcomes than are the particulars and details

3 Most investors take on too much **uncompensated risk**—and thereby engage in unanticipated wealth transfer

Strategy Advisory Services

- Place Strategy
- Investing Strategy
- Business Strategy
- Financial Economic Analyses

Expert Witness and Litigation Support

- Applied Ethics
- Finance and Investment
- Market and Property Analysis
- Fiduciary Duty
- Damages

Speaking Topics

- Future Prospects and Economic Outlook
- Strategic Real Estate in the 21st Century
- California's Global Competitive Advantage

Captivating Keynotes and Presentations Produce Extraordinary Outcomes

REMARKABLY LEARNED AND ENTERTAINING:

“Professor Roulac gave one of the very best lectures I have ever heard ...and I have heard more lectures than I've eaten hot meals in the last forty years... a remarkably learned, insightful and entertaining message about property, society and its institutions.” – *Lord Smith, House of Lords, British Parliament*

SENSATIONAL: “Great job! You were absolutely sensational last night. It's only lunchtime and I've already received eleven calls raving about the program.” – *Bruce C. Friedman, Wharton Club*

CREATIVE: “Our members loved you! You exquisitely combined out-of-the-box thinking and achieving specific action results for our strategy plan review.” – *Robert Materna, IDRC Global*

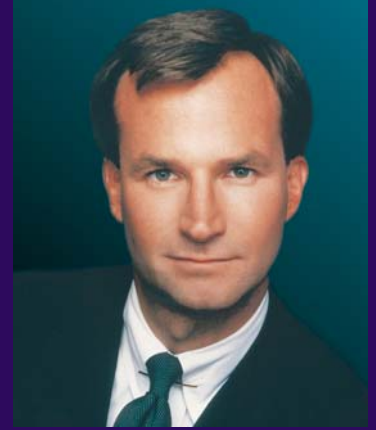
BRILLIANT: “Everyone thought your presentation was incredible. It's a pleasure to have as a friend the smartest man in the industry.” – *Steven H. Gold, UCLA Leaders Conference*

MASTER OF INTERACTION: “Our members can be a tough audience to please, but you would not know that given their positive response to you and your presentation... Your presentation was exactly what we wanted... You are a master at interaction with the audience.” – *Wayne Dunlap, Institute of Management Consultants*

INTELLIGENT: “It was refreshing to hear someone convey intelligence in an intelligent way. Thank you for not ‘watering down’ anything.” – *Greg Ellis, Information Consulting*

VISIONARY: “People are still talking about your outstanding presentation a year ago... your ability to articulate a vision of strategic possibility is absolutely terrific!” – *Ben Stone, Sonoma Economic Development Board*

For an entertaining, provocative, high content presentation that will change your audience's view of their world and motivate them to enhanced effectiveness, call 415-451-4300.



Stephen Roulac works with people and organizations who want to achieve extraordinary outcomes in their important place and real estate involvements.

Roulac Group is retained by some of the smartest, sophisticated, successful companies and entrepreneurs in the world.

Select examples of how Roulac Group professional services have had significant value-added impacts upon client outcomes are:

- **Enabled** CALPERS to achieve performance some 314 basis points superior to NCREIF index—equal to \$2 billion superior investment performance
- **Helped** Merrill Lynch achieve \$1 billion greater investment outcome than realized by peer group
- **Saved** Mitsui approximately \$300 million on Pebble Beach purchase
- **Created** \$10+ million of profit for public real estate company
- **Discovered** \$20+ million value creation opportunity for *Forbes* 400 entrepreneur
- **Designed** model for rating commercial mortgage securities.

Stephen Roulac Background and Credentials

- Four decades' involvement in all aspects of property business and investing
- Advising more than 600 clients in 15 countries on over 2,000 engagements
- Clients throughout the world have paid more than \$100 million in professional fees for his business strategies and financial economics analyses
- More than 600 keynotes, seminars and presentations
- Expert witness in more than 100 high-stakes, bet-your-business lawsuits
- Played a primary role in creating, building, and leading consulting practices in two of the "Big Four" accounting firms
- Graduate degrees from three of the world's leading universities: Berkeley (JD), Harvard (MBA), and Stanford (PhD)
- CPA, CMC, AICP professional designations
- Leading academic — Distinguished Professor of Global Property Strategy at the University of Ulster, Belfast, Ireland
- Over 350 published articles and more than 15 books, many of which are considered landmarks
- *Forbes* columnist
- Host of *Location Matters* NPR radio show
- Ranked #3 out of 2381 real estate scholars (the majority of whom are full-time academics), in publishing research in the core real estate journals
- Best papers awards: American Real Estate Society meetings in 1995, 1996, 1997, 1998, 1999 and 2000.
- Guest on national TV (ABC, CNN) and quoted in international media (*New York Times*, *Wall Street Journal*, etc.)



"There is nobody righter or brighter and no one more intellectually pure in his approach to real estate." — *San Francisco Business Journal*

"Stephen Roulac is to finance what Charlie Parker is to the saxophone." — *Seaside Institute*

STEPHEN ROULAC IS WORLD'S LEADING PLACE AND PROPERTY EXPERT

"...bridges the gap between the guy who sits up in the ivory tower and dreams great ideas, and the guy who puts them to work in a practical sense." — *Real Estate Times*

"... perhaps the most influential of the country's independent real estate analysts ..." — *Kiplinger's Personal Finance Magazine*

"... a thinker among doers ... in a niche by itself ... a voice of authority ... revolutionize the way people think about the real estate industry." — *San Francisco Business Journal*

"Real estate's 'Rolls Royce' of consultants ... client list reads like a Who's Who of America's blue-blood corporations." — *California Business*

"Based on his business success, his unmatched academic foundation, and his ground-breaking contributions to the direction of the industry, in a sense, you could say Stephen E. Roulac invented the strategic side of the real estate business as we know it today." — *Professional Services Review*

RETAINED BY LEADING CLIENTS

American Bankers Association
American Bar Association
Apple computer
Bank of America
Bickel & Brewer
California Public Employees
Retirement System
Capello & McCann
CNL Financial
Corenet
European Real Estate Society
Ernst & Young
Federal Deposit Insurance
Corporation
Government of Singapore
Investment Corporation
Hallmark Corporation
Int'l Association for financial
Planning

Kleinwort, Benson & Lonsdale
Merrill Lynch
O'Melveny & Myers
Pacific Telesis
Pomona College
Practicing Law Institute
Property Council of Australia
Prudential Investments
Santa Anita Corporation
Ssangyong Corporation
Texaco/Chevron
US Department of Labor
US Department of Housing & Urban
Development
Universal Studios, Inc.
Warburg Pincus
Weyerhaeuser Corporation
World Business Council
Young Presidents Organization

"The thought leader's thought leader" — Will McIntosh, Managing Director, AIG

Awarded the James A. Graaskamp Award, recognizing iconoclastic thinking that helps transform real estate theory and practice.

Named Millennium Real Estate Award Honoree by U.C. Berkeley, recognizing those 100 individuals who have had the greatest impact upon real estate in the 20th century.

1996 President of the American Real Estate Society, comprised of the thought leaders of the real estate discipline.

Recognized with Warner Bloomberg Award for promoting a vision of the future established on principles of social justice.