

# Business Connection

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July 2019

## Business Spotlight



Green Leaf purchased their own building at 127 Spring Street in downtown Pleasanton. They are currently only using about 1/4 of the space so are looking for other great businesses who would like to be a part of their office building.

## Green Leaf gets down into the weeds of the real estate business

**G**reen Leaf Real Estate Capital is a vertically integrated multifamily housing company. Their services range from Fund/Investment Management to onsite property management. Structured as a series of private traded Real Estate Investment Trusts (REITS), Green Leaf manages private investor capital to purchase commercial sized multifamily properties in select Western U.S. markets. Once purchased, Green Leaf's management team oversees all aspects of ownership provided through their affiliated property management and construction management companies. These properties are then held for rental income and then sold if varying investment metrics are met.

Differing from many traditional Private Equity Real Estate Fund Managers, Green Leaf gets down into the weeds of the real estate business. By building their own brand of property management which is reflected in the training of their site staff to the treatment of their many residents, they can more effectively deliver on a specific business plan. Many private equity managers will hire a third-party operator to oversee a separate third-party property manager, while Green Leaf gives their investors direct access to the real estate.

Green Leaf was formed in 2008 as a partnership between Tom Hall and Michael

O'Neil who had known each other in separate business capacities but always discussed forming a partnership to buy real estate together. Once the great recession hit the market, timing was perfect to start purchasing real estate at a discount comparatively.

"We love finding high quality real estate in vibrant neighborhoods in growing metros outside of California," said Hall. "Learning what creates the heartbeat of a city and its culture and then understanding how peoples housing decisions

fall into that is very exciting. In addition, building a special team of people to create a positive environment for our employees and residents is extremely important to us," Hall continued.

Green Leaf had been headquartered in Danville the last 10 years, but they found an opportunity to purchase their own building at 127 Spring Street in downtown Pleasanton. They are currently only using about 1/4 of the space so are looking for other great businesses who would like to be a part of their office building. The location was the former headquarters of the Contra Costa Times and Green Leaf has completely gutted the inside and is providing a Class A office experience along with ample dedicated parking downtown.

For more information, contact Thomas A. Hall at [thall@glrecap.com](mailto:thall@glrecap.com) or 510-290-6810.

