

The logo for SCO, consisting of the letters 'SCO' in a large, bold, maroon serif font.

STRATEGIC ADVISORY & BROKERAGE
Formerly Leonard & Ohren

WHAT WE OFFER

As a boutique advisory, we view our clients as part of our business family. We see our role as fierce advocates on their behalf and we know that they expect a tremendous amount from us. We have expertise in spearheading various assignments including acquisitions, dispositions, leasing, tenant renewal and various hybrid strategies for our clients.

Unbelievable relationships - the #1 reason clients cite for choosing us. Our clients benefit from our network because it provides us with the ability to identify off-market opportunities and collect superior proprietary information from a wide variety of sources. The trust we have developed through our relationships also allows us to more easily and efficiently facilitate complex transactions. Commitment to excellence is our passion. Our clients see it and our body of work proves it.

The Territory Approach is a cornerstone belief of SCO. It is based on the belief that our clients are better served because our advisors focus on specific targeted geographic areas. The greater Los Angeles market is too large for one agent to know well, which is why we have created Territories, defined geographic areas. This approach results in SCO advisors possessing expert knowledge of a specific market, so they can provide critical real estate information that benefits our clients, whether they are a buyer, seller or tenant. SCO advisors are able to develop long-lasting, trusting relationships with property owners and tenants, making them a valuable resource for decisions impacting their property.

Services

We offer the following menu of services:

Acquisition/Disposition Assignments: SCO Advisors has successfully completed over \$1.5 billion in sales transactions. We represent institutional and private owners to either widely market an investment property or strategically secure the most capable buyer willing to pay the highest price under tight timing conditions. In addition, we represent buyers to identify suitable acquisitions and negotiate aggressively on their behalf.

Leasing Assignments: SCO excels in representing landlords. Our clients benefit from our “ethos” centric marketing focus and aggressive advocacy approach combined with the most traditional of marketing services. We represent industrial and office landlords.

Tenant Representation: SCO Advisors enjoys a thriving practice of tenant representation. From West Los Angeles to Long Beach, our firm represents a wide variety of tenants including major corporations and entrepreneurs.

Brand Marketing: Many of our clients acknowledge that their core competency in real estate investment and development doesn’t extend to brand marketing. SCO advises and creates brand marketing campaigns for our clients to position themselves most effectively in the marketplace. This is especially valuable for clients seeking to gain a better presence in a new marketplace. For those clients we will host events on their behalf and create campaigns to elevate their identity in the marketplace.

Financial Institution Real Estate Advisory and Brokerage: Due to current market conditions, many banks and other large financial institutions are struggling to manage their often significant portfolios of real estate. SCO Advisors specializes in assisting these firms by evaluating the best means of managing their real estate holdings and helping them to execute asset management and disposition strategies.

Approach to Marketing

Our approach can be summarized in one word “ethos”.

SCO Advisors Definition: The defining characteristic of a property. The nature or fundamental quality or qualities unique to a specific building that provide it with a true advantage. The core or central existence of a property.

The first step in our approach to marketing is to find the “ethos” of the property. In generating our marketing strategy we find the essence that makes each property truly unique and we create a brand around that ethos. Often this involves changing the perception of a property in the marketplace and we do this by creating a brand marketing campaign to redefine the property in the eyes of companies and brokers.

Our competitors accuse us of being edgy and “out there” while our clients sometimes watch with curiosity as we find the “ethos” and then launch our marketing campaign. After dozens of highly successful campaigns resulting in fantastic success stories (see case studies), our clients are believers while our competitors continue to scratch their heads and accuse us of being lucky. We believe that our unconventional thinking is often the best way to make a statement and deliver superior results. In fact, it is the core of our marketing philosophy.

Many of our competitors take a listing assignment, print a data sheet, put up a sign, send a mailing and then sit back and wait for the phone to ring. They often view properties as commodities. Our “ethos”-centric approach is fundamentally different and involves a true brand marketing campaign. Why do we do it? Because we know from decades of success that it will always deliver superior results for our clients, both in the short term and by creating a prominent identity for the property, which is critical in the long run. Our track record proves it.