

**STEVEN B. FINE
CEO
THE EPIC COMPANIES**

SENIOR MANAGEMENT EXECUTIVE

Unique senior executive with over thirty-eight years of in-depth residential, commercial, retail, industrial and hospitality real estate experience in business start-ups, development, construction, management, expansions, restructurings and turnarounds, strategic partnerships, profit maximization, forensic economics, cost control, investments, public and private equity and debt financing, due-diligence, asset valuation, mortgage brokerage, redevelopment, developing new markets, consulting, dispute resolution and expert witness capacities.

KEY ATTRIBUTES

- Proven ability to generate ROI and profits in stable, high growth and workout economic environments.
- Expert in strategic planning, analysis and execution.
- Foresight to anticipate market and consumer trends.
- Leadership, team building, communication and motivation skills.
- Excellent negotiation and sales skills.
- Structured and/or managed over 550 joint ventures and partnerships with public and private companies, municipalities, public and private pension funds and trusts.
- “Sense of urgency” approach to business.

CAREER HISTORY

THE EPIC COMPANIES. CEO 1984 - present

The Epic Companies consist of a series of closely held S corporations, LLC's and L.P.'s which operate in the real estate acquisition, disposition, investment, development, construction, operations, consulting, mortgage brokerage and marketing businesses.

Visit www.theepiccompanies.com for further information.

WATT INDUSTRIES, INC. Senior Vice President 1980 - 1984
Financial Analyst 1978 - 1980

The Watt Industries organization (including Watt Affordable Housing, Watt Luxury Housing, Builders Capital Corp. and Watt Hi-Rise Inc.) was the largest privately held, diversified real estate organization in the state of California during the late 1970's through the mid 1980's.

ARTHUR YOUNG & COMPANY. Senior Accountant 1976 - 1978

SIGNIFICANT ACHIEVEMENTS**Start Up/Restructuring/Turnaround**

Launched Epic Development with a \$2K investment in 1984. Acquired land, designed, developed and built 200 homes and 85 finished lots while supervising a staff of 3 people. Result: Generated \$2 million net profit in the first 24 months of operations.

Established a residential mortgage company in order to overcome the difficulty of processing homebuyers for loans during the 1993 recession. Received federal and state government approvals to open for business within 90 days of application. Result: Loan approvals increased by 100% and the \$25,000 initial investment in the company yielded a profit of \$3 million within 18 months.

Restructured a regulated SBIC during the 1981-83 recession. Developed, built and reorganized a 40 property residential, commercial and industrial portfolio in 18 months. Result: Enhanced the portfolio's value by \$10 million.

Liquidated a public pension fund's troubled residential investment portfolio during the 2001/2 recession. Developed, built, merchandised and sold 15 projects in 18 months. Result: Enhanced the portfolio value by \$35 million.

Strategic Problem Solving/Decision Making

Spearheaded the completion of a troubled \$125 million mixed-used residential development in Century City, California. Corrected budget, administrative, scheduling, development and construction errors. Results: Saved \$20 million and gained notoriety for problem solving skills at a very young age.

Underperforming income (full service lodging) property was not achieving projected revenue during the first 12 months of operations. Fired the outside property management company, revamped the marketing plan and management functions and performed the ramp-up internally. Result: Year two profits up 50% vs. prior year.

Capital Acquisition/New Business/Market Development

Obtained \$30 million of equity capital (with an additional 4X leverage) for Epic's housing business during the 1993 California recession. Convinced CALPERS that Epic was an experienced, reliable partner. Result: Epic was able to grow and gain valuable regional exposure while numerous competitors went bankrupt.

Acquired, planned, entitled, financed, developed and sold in excess of 7000 single family and multi-family lots to merchant builders since 1979.

Developed, built, marketed and sold in excess of 11,000 entry level, mid-priced and luxury single family detached and attached homes since 1979.

Building Strategic Business Relationships

Conceived and managed over 550 joint ventures, partnerships and redevelopments to acquire/develop assets and properties in the past 37 years. Formulated structures, negotiated agreements and implemented strategies. Result: Succeeded in closing and developing/operating residential, commercial, industrial and mixed-use properties valued in excess of \$20 billion.

Licenses and Affiliations

- CPA (retired)
- California General Contractor (retired)
- California mortgage broker (retired)
- Member National Association of Home Builders
- Member California Building Industry Association
- Thomson Reuters Real Estate Expert Witness
- IMS Expert Services EliteXpert
- ForensisGroup Expert
- Tasa Group Expert
- Expert Strategy Group