



## **PBR Consulting works with clients to maximize shareholder or equity values and minimize losses**

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With the acceleration of problem loans, a continued bank bailout venue and a lack of investment liquidity amongst many of the New York Metro Developers, the formation of PBR Consulting Inc. was a natural segue for its various founders.

PBR Consulting Inc. is a full service real estate and commercial finance consulting company. Its principals have over 100 years of combined consulting and advisory experience in the areas of finance, real property valuation, loan underwriting, and ownership.

PBR's purpose is to serve the needs of our clients in economic times whether thriving or in distress. While our clients continue to focus on their core business, PBR will facilitate external advisory services tailored to each clients needs. This advisory process alleviates the various burdens and costs, which often become distractions to their ability to apply their best efforts to establish and maintain positive cash flow and the realization of appreciated assets.

Their goal is to work in tandem with our clients and to maximize shareholder or equity values and minimize losses. In an era of uncertainty, the firm's principals each have the knowledge and experience of "having been there before." Each has a demonstrated, proven ability to accomplish difficult tasks and achieve success through understanding the problem at hand and the application of acquired technical skills, resulting in achieving our client goals and objectives. They have also teamed with a consortium of experts in related real estate industries (e.g. management, engineering, developers, owners, etc.) to support this business venture

PBR Consulting Inc. provides services in the following areas: appraisal analysis, asset recovery outsourcing, litigation support and expert testimony, problem loan workout and administration, temporary CFO/controller services, troubled debt restructure and joint ventures.

PBR Consulting Inc. also has strategic alliances with the following business professionals to provide a full line of services for virtually every real estate need: builders and developers, construction & environmental engineers, court approved receivers, licensed engineers, professional architects, property managers.

The key principals of PBR Consulting Inc., are as follows:

Peter Puccio retired from Madison National Bank where his responsibilities as executive vice president and chief lending officer, included loan and deposit business development, regulatory compliance, overseeing loan origination, underwriting and portfolio management and assisted in the operational excellence of the bank. He is a senior finance and operations executive having extensive experience in banking, credit, real estate lending, strategic planning, asset acquisition and debt restructure. Having over 34 years of financial experience, Puccio, a certified public accountant, has held commercial banking and real estate lending positions at the Long Island Trust Company, Fleet Bank and the Roslyn Savings Bank.

Barry Stein is president of Rohman & Stein Associates, Inc.; a 30 year old commercial real estate financing firm that is responsible for arranging over \$2.5 billion of mortgage and equity financing. Rohman & Stein is responsive in all major areas of real estate financing to those who acquire or finance properties. Categories of specialty include income-producing properties (shopping centers, industrial and office buildings), owner-occupied commercial properties, land loans, acquisition and development loans, second mortgage financing, Fannie Mae financing of multifamily properties, equity, and joint venture financing.

Richard DiGeronimo, MAI, SRPA, CRA is president and founder of R.D. Geronimo Ltd. (1985), a multifaceted organization providing professional real estate advisory services on a regional basis. These services include real estate appraising, consulting, marketing and planning.

National clients include a broad spectrum of financial institutions, law and accounting firms, pension funds, real estate developers, owners and investors, nonprofit and governmental agencies, and Fortune 500 companies.

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