



## **Bayer of JSF Equities stays ahead of the curve by being a skilled strategist**

November 20, 2009 - Spotlights

Jacqueline Bayer is managing principal at JSF Equities Inc. Her responsibilities include: Extensive corporate background and transactional experience in the acquisition, recapitalization, and redevelopment of commercial, and multifamily properties aggregating over three billion dollars. Instrumental in creating successful joint venture equity placements due to well established relationships with overseas investment companies, private family offices, pension funds and life insurance companies.

What makes you an innovator?

Being a skilled strategist permits me to stay ahead of the curve. In the real estate field, companies look to align themselves with great talent and innovation. In times like these, my company offers services most cannot accomplish in their own organizations since most have cut back on their staffs. We fully monitor the operating and financial performance of the asset in order to enhance valuations via a repositioning of the asset or execution of a recapitalization or liquidation. We conduct comprehensive due diligence studies, single asset valuation reporting for our clients, and oversee all financial cash flow analyses and budgets. Upon determination of all financial and operating risks, a strategy is determined for a restructuring through recasting existing loans, infusion of new equity or liquidation.

What obstacles have you overcome to get where you are today?

My life is blessed and I have worked hard to achieve what I have. Nothing good in life comes easy. Life's many challenges bring many opportunities. I think the reason I have been successful is that I never see a problem as a problem but a challenge to overcome. I am driven and motivated to see my clients achieve satisfying results. In present times, we all have great challenges to conquer but with some perseverance and patience we will all get through these times and become more skilled real estate professionals.

What impact has social networking had on your success?

This is a people business so it is important to go to events, and have a presence online. In business as in life, it's the follow through that counts.

What excites you most about this industry?

Deals, transactions, raising capital all with great people and innovators in the business.

My goals for the future are....

To continue to attract foreign capital to our great City and help to service and manage newly purchased assets on behalf of my investor clientele.

The biggest challenge facing the real estate industry in 2010 is....

How we are going to all refinance the billions of dollars of CMBS debt maturing on commercial

properties in a down market.

The "silver lining" in the cloud of the current economy is....

That with the value of the dollar much foreign capital has been attracted to real estate in top tier cities that will enable large property owners to refinance their current debt obligations.

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