



CAP EQUITYSM

Buy | Sell | Lease | Film

2012
Media Kit

Capequity.com/press/



I started Cap Equity Realty in 2008 because I wanted to create a real estate brokerage with a “firm” approach. People want business experts, professionals, and creative resources that the traditional brokerage model can’t support. The Cap Equity brand has experienced staggering growth by solving problems for our clients. Los Angeles is the entertainment capital of the world, where the local economy trades \$544 billion per year. There is not a single real estate brokerage that caters to “the industry”. I came to find out that 80% of my clientele in Los Angeles are somehow tied to the entertainment industry. These are individuals from unique neighborhoods across LA county that have similar real estate challenges. We license over 400 properties for filming through Cap Equity Locations. Our owners receive \$2,000 to \$30,000 per day and realize the tax advantages of IRS Topic 451. By our “real estate firm” delivering hundreds of thousands of dollars through property licensing, we establish deep relationships with owners of high end homes, condos, buildings, office parks, industrial, and creative spaces. It is truly a “relationship ecosystem” evolving into a “relationship engine” where our new systems, online presence, staff, and neighborhood experts are delivering results. We are able to achieve our clients’ goals by listening, connecting, and leveraging the most unique real estate opportunities you can imagine. I am blessed and honored to be part of the brilliant “team” that make up the “firm” at Cap Equity Realty.

Brian Capossela
President

Our Companies

The Cap Equity Story:

In the midst of the real estate meltdown Brian had an idea: create a company where he could share his expertise on the issues that homeowners and investors faced. Along the way he thought of a new way to generate income for property owners: connect property owners to the production pipeline and feature properties in TV shows, feature films, and photo shoots. Through this experience, Brian has built a network of over 500 industry professionals who constantly look to him for the next big thing. This idea was transformed into a FILM READY SM framework now known and respected for getting the job done. Cap Equity's team of professionals brokers millions of dollars of real estate transactions for buyers, sellers, property owners, and film productions.

About Cap Equity Realty:

Cap Equity Realty is a boutique real estate firm that brokers properties for the entertainment industry. Since opening in 2009 the company has developed a sound strategy for maximizing profits for property owners.

About Cap Equity Locations:

Cap Equity Locations exclusively represents commercial and residential properties used in feature films, TV shows, commercials, photo shoots, and special events.

Real Estate Services

For Buyers

- Neighborhood by neighborhood guidance on market trends
- Comprehensive property search
- Comprehensive market analyses
- Negotiation techniques
- Business insight on the best options for a buyer
- Leveraged network of attorneys, inspectors, mortgage brokers, credit experts, contractors, estate planners, and investment advisors

For Sellers

- Guidance from listing to closing
- Firm approach where a team of agents are tied to the listing
- The best open house approach in the city
- Comprehensive property valuation
- Implementation of marketing campaigns that deliver unparalleled exposure
- Aggressive tailored negotiations
- Short-term revenue through filming/leasing

Commercial Listings

- Retail, office, warehouse leasing and sales
- Firm approach where a team of agents are tied to the listing
- HD videos, HD Photos, online marketing campaigns
- Aggressive tailored negotiations
- The largest commercial broker network in Los Angeles

Multi-family/Income Property Listings

- Comprehensive 22 point market and rent analysis
- Firm approach where a team of agents are tied to the listing
- HD videos, HD Photos, online marketing campaigns
- Aggressive tailored negotiations

Locations Services

Filming For Property Owners

Locations used in feature films, TV shows, commercials, photo shoots, and special events

- Verification of production companies' insurance and deposit
- Implementation of marketing campaigns to maximize exposure
- Property walk through and showings
- Coordinate with productions to book on-location filming
- Provide site representatives during productions

Locations Service For Locations Professionals and Directors

- Provide FILM READY commercial and residential properties
- MLS keyword searchable database across L.A. County
- Provide consistent pricing and diligent, responsive service
- Provide never before filmed properties

By The Numbers

Cap Equity Realty:

- Over 71% of properties listed with Cap Equity Realty were sold within the first 30 days

Cap Equity Locations:

- Facilitated 102 productions in 2011
- Network of over 500 locations professionals
- Represent 397 properties as of April 15, 2012
- Generated more than \$700,000 filming revenue for property owners

Film Industry Statistics (According to FilmL.A.):

- Permitted Production Days (for on-location filming) increased 4.2% in total from 2010 to 2011
- Features increased 5.7%
- Television decreased 2.7%
- Commercials increased 4.4%
- Others increased 12.6%

Real Estate Market Statistics:

- According to Freddie Mac the average rate on the 30-year fixed mortgage dipped to 3.88 percent during January 2012
- A total of 51,584 foreclosure filings were made against California properties in January a 23% decline compared with January 2011
- Southern California's median home price was \$260,000 in January 2012

Executive Profiles

Brian Capossela

President & Broker

Brian Capossela is the President and Founder of Cap Equity Realty and Cap Equity Locations. His insight and analysis has afforded him listings of Los Angeles's top properties. He brings a realistic understanding of the market, exceptional client relations, and an innovative culture to real estate.

Capossela has led his team to close over one hundred real estate transactions from 2007-2011 and has personally set the mark for the highest price per square foot sold home in both Brentwood and Calabasas in 2009.

He was Director of Global Services at Spirent Communications at Spirent Communications from 1999 to 2006. Capossela was awarded his Bachelor of Science in Electrical Engineering from North Carolina State University.

Jason Jones

VP of Operations & Broker

Jason Jones is the co-founder of Cap Equity Realty and Cap Equity Locations. He partnered with Capossela to develop an enterprising methodology to real estate and film locations. Together they identified industry pitfalls and built a unique business model for Los Angeles.

Jones has represented numerous buyers, sellers, landlords and tenants for residential and commercial properties. Coupling his technology background with corporate experience, he delivers hard results with exemplary customer service. As a grandson of a developer, Jones brings a pride and passion to his protocol. Serving as head of operations for both companies, he leads by example.

Jason Madison

Director of Business Development

Jason Madison helms Cap Equity Locations with unparalleled dedication to marketing and facilitating our unique properties for film location managers and scouts. He has empowered an aggressive team to manage hundreds of listings. As a former industry competitor, he brings a complex production savvy to Cap Equity Location. Madison's FILM READY signs are visible throughout LA County. His market saturation has amplified this operation's success.

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R E A L T Y



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LOCATIONS



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