

CURATED PROPERTIES, SMART INVESTORS



ABOUT US

Crescent Real Estate LLC is a real estate operating company and investment advisor, founded by Chairman John C. Goff, with assets under management, development, and investment capacity of more than \$10 billion. Through the GP Invitation Fund I and the GP Invitation Fund II, the company acquires, develops, and operates all real estate asset classes alongside institutional investors and high net worth clients. Crescent's premier real estate portfolio consists of Class A and creative office, multifamily, and hospitality assets located throughout the U.S.

INVESTMENT

Crescent has the advantage of tenured leadership and experience in multiple aspects of the real estate industry. A successful investment record and expertise in all areas of real estate allow for a comprehensive approach to investment opportunities, strategies, and investments.

DEVELOPMENT

As one of the country's most established commercial real estate firms, Crescent offers exceptional development expertise. As a developer of Class A and creative office buildings, multifamily projects, resort residential developments, and luxury hotels, Crescent performs exhaustive preparation to achieve exceptional results.

OPERATIONS

Crescent's success in asset management, paired with exceptional, award-winning customer service, allows the company to lease and operate assets efficiently and effectively.

Crescent managed properties are staffed with high-quality property management professionals, and their mission is to provide exceptional workplace environments and innovative solutions to our customers every day.

OUR SERVICE

Customer service is our passion. Customer service is our culture. Customer service is our advantage.

Crescent provides unparalleled service to investors, partners, and customers. Our company philosophy and culture is committed to exceptional customer service. The key to our success is our people, relationships, and interactions the employees have with Crescent customers. Everything Crescent does is focused on the customer experience, including building design, maintenance, amenities, and programs. It is this superior service, quality of assets, attention to detail, and commitment to the customer experience that differentiates Crescent from others in the industry.

COMMUNITY

Crescent recognizes the importance of promoting healthy communities in which to live and work.

FACES of Change

The heart of Crescent's commitment to the community is FACES of Change[®] a unique adopt-a-school program it founded in 1997. Through this program, properties are partnered with local elementary schools that serve at-risk students and families.

ACADEMIC CHAIRS FOR TEACHING EXCELLENCE

Crescent sponsors the Academic Chairs for Teaching Excellence which recognizes outstanding classroom teachers in the Fort Worth Independent School District.

B SHARP YOUTH MUSIC PROGRAM

The B Sharp Youth Music Program is a free music education program based at Como Elementary showcasing the Fort Worth Independent School District's only elementary orchestra. The Goff Family Foundation started B Sharp in August 2010 at Como Elementary creating a unique partnership with FWISD.



CRESCENT TIMELINE

1994

Crescent Real Estate becomes a public company in a \$500 million initial public offering on NYSE, one of the largest REIT initial public offerings at that time.

1998

Goff Capital Partners is formed and develops into one of the largest investors in CMBS B-pieces, acquiring over \$4B in assets.

2007

Crescent sells to Morgan Stanley for \$6.5 billion providing 15.4% return to its shareholders.

2009

Goff reacquires Crescent through a joint venture agreement with Barclays, and becomes co-owner and leader of the company.

2016

Goff established and led the capital campaign for the GP Invitation Fund I, a private, invitation-only fund that raised \$200 million and allowed for more than \$4 billion in purchase power. Shortly after, Goff combined the resources of his two real estate firms, Crescent Real Estate Holdings and Goff Capital Partners, to manage the fund.

2019

GP Invitation Fund II is established which raised \$250 million and allowed for \$5 billion in purchasing power.



EMPLOYMENT

At Crescent, our people are our most valuable assets. We give talented individuals the freedom to advance and grow with an industry leader. We seek individuals who look for ways to do things better - leaders who embrace change and realize possibilities in the evolving world of commercial real estate investment and management.

LEARN MORE

If you are interested in becoming a team member, contact Human Resources at 817.321.1576 or cjohnson@crescent.com. For more information about Crescent Real Estate LLC, visit us on Facebook and LinkedIn.

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