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Corporate Services
Client: PepsiCo
Case Study



PEPSICO

Requirement

NAI Global / Kimberly Kocur exclusively represented PepsiCo, specifically the Beverage Division for 30+ years. She was responsible for working with the real estate and legal department to manage the surplus property disposal program throughout the United States.

Other responsibilities and requirements included the following: manage the disposition process and ensure all contractual obligations were fulfilled. Provide consistent transaction reporting that was timely, accurate and prompted action. Develop a results-driven marketing process that would be consistently utilized on any project throughout the United States. Manage the pre-marketing, marketing, negotiation, due diligence and closing of all dispositions. Monitor, analyze and report on market trends to identify and capitalize on business opportunities. Act as a liaison/single-point-of-contact between the corporate clients and the local brokers. Develop and implement strategies for successful business growth.

Results/Client Testimonial

“Over the years, we did not present you with an easy task. The majority of projects you were asked to sell were in rough shape and in secondary and tertiary markets. You engaged and worked with the appropriate local brokers who were always up to the task no matter how challenging. Your ability to assess those challenges and manage that network of brokers ultimately brought PepsiCo huge success in bringing buyers to the table and eliminating idle properties from our books. I directly attribute my success over my many years at PepsiCo to your hard work and leadership. With limited internal resources, you acted as an extension of our real estate department. You were instrumental in not only selling hundreds of properties over that period of time, but also helping to assess where the opportunities were...opportunities that directly impacted the bottom line when the primary business was down. We could now look at real estate opportunities to bring in cash and directly impact shareholder value. Many strategic decisions were made based on the data gathering and for that I want to thank you. When you engage with people and companies during a long career and know that they care about you both personally and professionally that’s when you know you have worked with the best people and best companies and for that I want to thank you and NAI for all the successes you have brought to PepsiCo during my real estate leadership.”

- Cindy Poggiogalle, Senior Director of Real Estate, PepsiCo.