JULIAN MERCER

REAL ESTATE DEVELOPER

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PROFESSIONAL SUMMARY

Real Estate Developer with 15+ years in multifamily and mixed-use development, advancing from acquisitions analyst to Development Director. Leads site selection, entitlements, financing, design, and construction oversight for projects from $60M to $240M. Brings strong underwriting and partner management.

PROFESSIONAL EXPERIENCE

Development Director Jan 2021 - Present
Related California, San Francisco, CA

- Lead a pipeline of four projects totaling 1,150 residential units and $620M in development cost, from land control through delivery.
- Closed $142M in construction and permanent financing for a 320-unit affordable and mixed-income building, combining tax-exempt bonds and tax credit equity.
- Secured entitlements for a 410-unit site in 17 months by organizing 25 community meetings and revising massing with the city planning staff.
- Manage architects, general contractors, and consultants through design and construction, holding costs within 3% of the approved budget.
- Present quarterly performance to the investment committee and joint-venture partners, and lead underwriting on new land acquisitions.
- Supervise two development managers and an analyst, and coach them through entitlement and lender processes.
- Negotiate ground leases, development agreements, and community benefit terms with city staff and neighborhood groups.

Senior Project Manager Aug 2018 - Dec 2020

- Managed construction of a 240-unit, $98M apartment community delivered on time with a one-month lease-up to 90% occupancy.
- Negotiated guaranteed maximum price and change-order terms with the general contractor, saving $1.8M through value engineering.
- Coordinated with city agencies on permits and inspections, resolving utility conflicts that threatened a three-month delay.

Development Manager Jul 2014 - Jul 2018
Tishman Speyer, San Francisco, CA

- Managed predevelopment and design for two office and residential projects with a combined cost of $210M.
- Built and updated pro formas and sensitivity cases that guided capital partners' go or no-go decisions on two sites.
- Led the design team through five schematic design revisions to meet cost targets without losing unit count.
- Tracked monthly draw requests and lender reports, with zero rejected draws over a four-year period.

Analyst, Acquisitions Aug 2011 - Jun 2014
Hines, San Francisco, CA

- Underwrote 40 office and multifamily opportunities and prepared investment memos for senior leadership.
- Developed market studies on rents, absorption, and land comparables supporting two acquisitions totaling $85M.

CORE SKILLS

Site selection and acquisition | Entitlements and zoning | Real estate financial modeling (Argus, Excel) | Construction and financing structure | Tax credit and bond financing | Joint-venture management | Design and construction oversight | Community engagement | Underwriting and market analysis | Budget and schedule control | Contract negotiation | Lease-up and stabilization | Team leadership

EDUCATION

Master of Science in Real Estate Development, Columbia University, New York, NY

CERTIFICATIONS

LEED Accredited Professional (BD+C), USGBC | California Real Estate Broker License, DRE