



Capability Statement

Strategic Real Estate Analysis and Advisory for Public and Private Sector Partners

Company Overview

DealFrame Advisory is a minority-owned real estate consulting firm delivering institutional-quality investment analysis, feasibility support, and strategic capital planning to public agencies, developers, and capital partners. Founded by Thomas Greer, a CAIA Charterholder and former private equity executive, DealFrame integrates deep capital markets expertise with public-sector insight to unlock solutions in affordable housing, urban development, and place-based investment.

Core Competencies

- Real Estate Financial Modeling (DCF, residual land, waterfalls)
 - Public-Private Feasibility & Gap Analysis
 - Strategic Capital Planning (LIHTC, HCV, HUD, CDBG)
 - Investment Memos, Pro Formas, and Investor Decks
 - Affordable Housing & Section 8 HCV Development Strategy
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Past Performance

- Delivered investment analysis and modeling for 100+ clients across 25+ U.S. markets via DealFrame Advisory
- Created and launched a Housing Choice Voucher (Section 8) SFR master-lease operating model now active in El Paso County, Colorado
- Served on the El Paso County Planning Commission and Community Development Advisory Board, advising on land use, capital prioritization, and housing strategy
- Advised developers and nonprofits on subsidy layering, HUD-aligned underwriting, and feasibility for mixed-income projects



DealFrame Advisory

STRATEGIC REAL ESTATE CONSULTING

- Former Vice President for Silverpeak Real Estate Partners (Lehman Brothers' Asia funds), bringing global experience in asset management, fund performance, and institutional reporting. That same rigor is now applied to public-sector mandates.
 - Founder of Money Weighted, a commercial real estate DCF software platform with 200+ users and national reach - brings advanced modeling precision to public-sector feasibility and pro forma reviews.
 - Developed pitch-ready investor materials and pro forma reviews for public-private partnerships and municipal land reuse
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Differentiators

- Minority-owned small business, experienced in teaming and subcontracting
 - Dual fluency: institutional capital + public-sector development
 - Proven track record supporting affordable housing, HCV, and impact strategies
 - Founder-led: fast, responsive, technically fluent
 - Flexible structure—engagements via project, retainer, or subconsulting
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Business Information

- Legal Entity: Pink Lion LLC dba DealFrame Advisory
- Location: Colorado Springs, CO
- NAICS Codes: 541611, 541690, 531390
- Certifications: Minority-owned small business
- Contact: hello@dealframeadvisory.com | (719) 822-0589
- Website: www.DealFrameAdvisory.com