

# Rockwood Pacific



## Francesco "Frank" Rockwood

Frank co-founded Rockwood Pacific in 2013 and is responsible for overseeing development advisory and program management client engagements. Frank combines his passion for building better communities with decades of real estate strategy, finance and development experience.

Frank has served as engagement manager on behalf of Rockwood Pacific supporting clients in: (a) master planning and project programming, (b) development management, (c) formulating and implementing project capitalization plans, (d) project feasibility and valuations including valuation of partnership interests, (e) identifying joint venture partners and structuring joint venture agreements, and (f) screening, negotiating and facilitating sales transactions. The type of clients supported include: (a) mission-oriented non-profits, (b) religious orders, (c) public and non-profit hospital systems, (d) institutional investment firms, (e) multi-family developer/operators, (f) private property owners, (g) municipalities, and (h) state and federal government agencies.

Frank has served as a development executive with Sunrise Senior Living, Transamerica Senior Living, Disney Development Company, the City and County of Denver, and the Zeckendorf Company, the most active developer of residential high-rises in New York City in the 1980's.



Notable organizations in which Frank is or has provided real estate development advisory services include Covia Communities, Elder Care Alliance, Sisters of Mercy, Archdiocese of Monterey, Catholic Daughters of America, the State of Hawaii, NASA, the University of West Georgia, Brooks Rehab, Jacksonville Economic Development Corporation, Atria Senior Living, Gables Residential, and the St. Joe Company.

Frank has served as a finance executive with Transamerica Corporation (spearheading their affordable housing investment program) and with Ziegler, a specialty investment bank. In partnership with Accenture, Frank and his wife launched Vectiv, a firm supporting real estate decisions and processes. One particularly notable client was Apple Computer, which used the service to implement the roll-out of Apple Stores.

Frank has authored or co-authored several studies for the American Seniors Housing Association (ASHA) and has made presentations at numerous industry association conferences including: LeadingAge, LeadingAge California, LeadingAge Washington, LeadingAge Oregon, the Urban Land Institute (ULI), Ziegler, California Assisted Living Federation and the University of California at Berkeley.

Frank graduated cum laude from Harvard College with an A.B. in Applied Mathematics (Harvard Scholar) and from Berkeley-Haas with a Master of Business Administration (Appraisal Institute Scholar).

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