



Company Overview

Cabell Real Estate Consulting is a boutique real estate advisory firm specializing in strategic real estate consulting services for property developers, investors, and owners. Cabell Real Estate Consulting combines deep industry expertise with local market knowledge to help clients optimize their real estate investments and navigate complex projects. We are students and teachers and hope to fill the voids where and whenever needed for your company.

With a diverse work background and a constant focus on staying up-to-date with macro and micro trends across multiple markets, we employ innovative methods for completing due diligence. We believe time is precious, and the best solution is to provide truthful and unbiased decisions and opinions. However, we remain flexible throughout the entire real estate market cycle.

Along with market trends, we incorporate the plans of the Federal and Local Governments into our calculations for potential projects. Our goal is to provide information and deliver a wholehearted service to ensure the success of your project.

The company is built on a foundation of integrity, analytical rigor, staying up to date on variables that could affect future growth, and our client-focused service. Cabell Real Estate Consulting takes pride in its long-term client relationships model.

We provide unbiased guidance and innovative strategies that drive success in a rapidly evolving real estate landscape. In today's market, not being ahead of the curve will and can decrease revenue.

We are the fire to rapid change and will adjust to your comfort level. There are many nuances in the real estate market that we have experienced firsthand. We understand the causes and locations of bottlenecks in the supply and demand of all asset classes.

We dedicate time to showing you why you should say no to a project, even at the expense of lost potential earnings. We play the long game and will prioritize long-term relationships over short-term gains.



Below is a quick snapshot of Cabell Real Estate Consulting:

Headquarters	Charleston, South Carolina
Client Focus	Real estate developers, investors, and property owners
Core Services	Market research & analysis, investment advisory, development consulting, transaction support, asset management
Founder & Principle	<p>John Kennedy Cabell III</p> <p>Originally from San Antonio, I graduated from Alamo Heights High School. Then, I attended the University of Mississippi and graduated in December 2014. John spent most of the time exploring the Mississippi Delta and North Mississippi, while also visiting family in North Alabama. After graduation, from 2015 to 2021, John moved to Baltimore, where his wife grew up. While in Baltimore, I worked for Morgan Stanley and Cushman & Wakefield. In 2021, John and His wife moved to Charleston, South Carolina.</p>



Founder Background

John Cabell, founder and consultant of Cabell Real Estate Consulting, brings over 10 years of experience in the construction, real estate, and finance industries. He began his career with a Surety Bond Agency in Baltimore and later joined Morgan Stanley as a Fixed Income Syndication Analyst on their Capital Markets Team. After three years of learning, understanding, and working in the investment banking industry, John took a risk and entered the Commercial Real Estate world. In 2019, John joined Cushman & Wakefield's Core Industrial Team.

At Cushman & Wakefield, John worked with both owners and occupiers. John worked with companies such as TA Realty, Goldman Sachs, and Terrano Partners. He gained confidence and extensive expertise in scheduling and leading conference calls for industrial portfolio performance, market research, investment analysis, legal procedures, and project management. Real estate is a people business, and he learned from the best in the industry, gaining invaluable lessons from my mentors along the way.

Unfortunately, in 2021, John was part of a COVID-19 layoff and moved to Charleston, South Carolina.

Throughout his time in Charleston, he gained experience in building homes, communities, town homes, and apartment complexes. He is increasingly fascinated by this section of the real estate world, primarily due to the complexity of the tenants, townships, and the coordination of all the parties involved. John believes in constant improvement and each building can obtain a strategic advantage with out-of-the-box methods and thinking.

Working with teams that value improving systems and finding ways to enhance project productivity and profitability will benefit from our team. We understand there are concrete "no go's" and we respect and will abide to the system in place.



Between 2021 and 2024, John worked in the construction industry while pursuing his Master's of Real Estate in Finance from Georgetown University.

A breakdown of the places John has worked, including titles, areas of focus, and learning opportunities, is provided below.

Charleston Experience			
Job Title	Company	Location Served	Learning Opportunity
Single Family Real Estate Acquisitions	Brookfield Properties Maymont homes	Little Rock, Arkansas, and Jackson, Mississippi	Acquisitions and various tangible and intangible factors that influence the decision to purchase an asset.
Residential and Commercial Lumber Sales	84 Lumber	Mt. Pleasant, South Carolina	Worked as a team and helped one another when in need. Learned the basics of the construction industry.
Construction Manager Commercial and Residential	Rocky LLC & Coastal Cottages	Mt. Pleasant, Monks Corner, James Island, Downtown, North Charleston	I worked on many different projects and completed a project until I needed shoulder surgery.
Estimator	Pleasant Places	Charleston Market	Estimating
National Sales Coordinator and Project Management	84 Lumber	South Carolina, North Carolina, Virginia, and Florida.	Pricing for lumber, EWP, materials, labor, and interior build-out. Multifamily and Commercial projects
Personal Banking	The Bank of South Carolina	Serving Local Contractors in the Charleston Market	Learned about cash flows of businesses, property loan payments, and how the bank operates at a branch level.



Services Offered

Cabell Real Estate Consulting offers a comprehensive range of services to address every phase of real estate investment and development. Each service is tailored to meet the specific needs of individual clients, whether they are evaluating a new opportunity or seeking to enhance the performance of an existing property. Key services include:

- **Market Research & Analysis:** Comprehensive studies of market trends, demographics, and comparative property data. This service provides clients with in-depth market intelligence and forecasts, enabling them to make informed decisions on where and when to invest or develop.
- **Investment Strategy & Advisory:** Tailored investment planning and financial analysis for real estate portfolios. The firm works closely with investors to formulate strategies that align with their goals and risk profile, from identifying high-potential property opportunities to optimizing portfolio mix for maximum returns.
- **Development Planning & Feasibility:** End-to-end guidance on real estate development projects. This includes site selection assistance, feasibility studies, zoning and regulatory analysis, and financial modeling to determine project viability. Assess risks for opportunities before proceeding, ensuring that projects are grounded in realistic, profit-driven assumptions.
- **Transaction & Due Diligence Support:** Expert support throughout property acquisition and disposition processes. The firm conducts thorough due diligence reviews, property valuations, and market price analyses, and offers negotiation insights. Clients benefit from an objective third-party assessment during transactions, which helps identify hidden risks, validate investment assumptions, and secure more favorable deal terms.
- **Asset Management & Optimization:** Strategic advice on managing and improving real estate assets over the long term. Cabell Real Estate Consulting evaluates clients' existing properties or portfolios and recommends actions to increase value and efficiency. This can involve repositioning assets, implementing cost-saving operational improvements, improving tenant mix strategies, or timing the market for dispositions. The goal is to maximize return on investment and ensure sustained growth of the client's real estate holdings.



Integrity and Transparency: Trust is at the core of Cabell Real Estate Consulting's business. The firm operates with the highest level of integrity, providing honest and unbiased advice while maintaining transparency throughout each engagement. Clients are kept fully informed at every stage of a project or transaction. Cabell's commitment to ethical practices and open communication builds trust and long-lasting relationships. Clients can be confident that their interests are always placed first and that recommendations are made solely to benefit their objectives.