

# LOGAN





VALUATION AND CONSULTING SERVICES FOR  
INSTITUTIONAL REAL ESTATE CLIENTS IN LATIN AMERICA

# LOGAN

## WHAT SETS LOGAN APART

### Reliable Execution Where It Matters Most

- Senior-Level Leadership – Decades of institutional experience
- Responsive – We move at the pace of your decisions
- Consistent Results – Timely, uniform, and precise delivery

### Independent, Ethical, and Trusted

- RICS-Regulated – Among the first in Latin America
- Global Certifications – MAI, RICS, and ASA designations
- No Conflicts – We provide valuation and consulting only—never brokerage
- Absolute Confidentiality – Your data and strategy stay protected

### Global Standards, Local Insight

- International best practices tailored to Latin American markets
- Fully compliant in every country where we operate



### PERMANENT OFFICES

COLOMBIA	MÉXICO	PERÚ	CENTROAMÉRICA	CARIBE	CHILE	VENEZUELA
<b>Bogotá</b> Calle 81 #11-55, Ochenta 81 Bldg. North Tower, Floor 6, Ofc. 601	<b>México City</b> Plaza Villa de Madrid No. 1 Floor 10, Ofc. C, Roma Norte	<b>Lima</b> Mayor Armando Blondet Street 217, Of. 901	<b>San José</b> San Rafael de Escazú, north side of Distrito 4. Amara Plaza, Ofc. 408	<b>Santo Domingo</b> Roble Corp. Center, Floor 7 Calle Rafael Augusto Sánchez 86	<b>Santiago</b> Av. El Golf 40, Floor 12 Las Condes	<b>Barquisimeto</b> Calle A-1, Urb. El Parque Delta Tower, Floor 6, Ofc. 6-E
			<b>Guatemala</b> Diagonal 6, 10-50 Zone 10. Bldg. Interamericas, North Tower, Ofc. 1601			

# ASSET EXPERTISE

---

## Our Coverage Areas

### Standard Asset Types

- Industrial warehouses
- Office buildings
- Retail and shopping centers
- Hospitality and resorts
- Multifamily projects
- Residential subdivisions
- Mixed-use projects
- Hospitals and clinics
- Master-planned communities
- Land

### Resort Residential Division

- Custom homes and villas
- Residential lots
- Condominiums and apartments

### Specialty Asset Types

- BPO / Call centers
- Data centers
- Self-storage / Mini-storage
- Senior housing
- Embassy and government residences
- Medical centers
- Convention centers
- Terminals
- Infrastructure (ports, highways)
- Cell towers / Radio transmission
- Intangible assets
- Machinery and equipment
- Shipyards
- Marina facilities





# VALUATION AND CONSULTING SERVICES

---

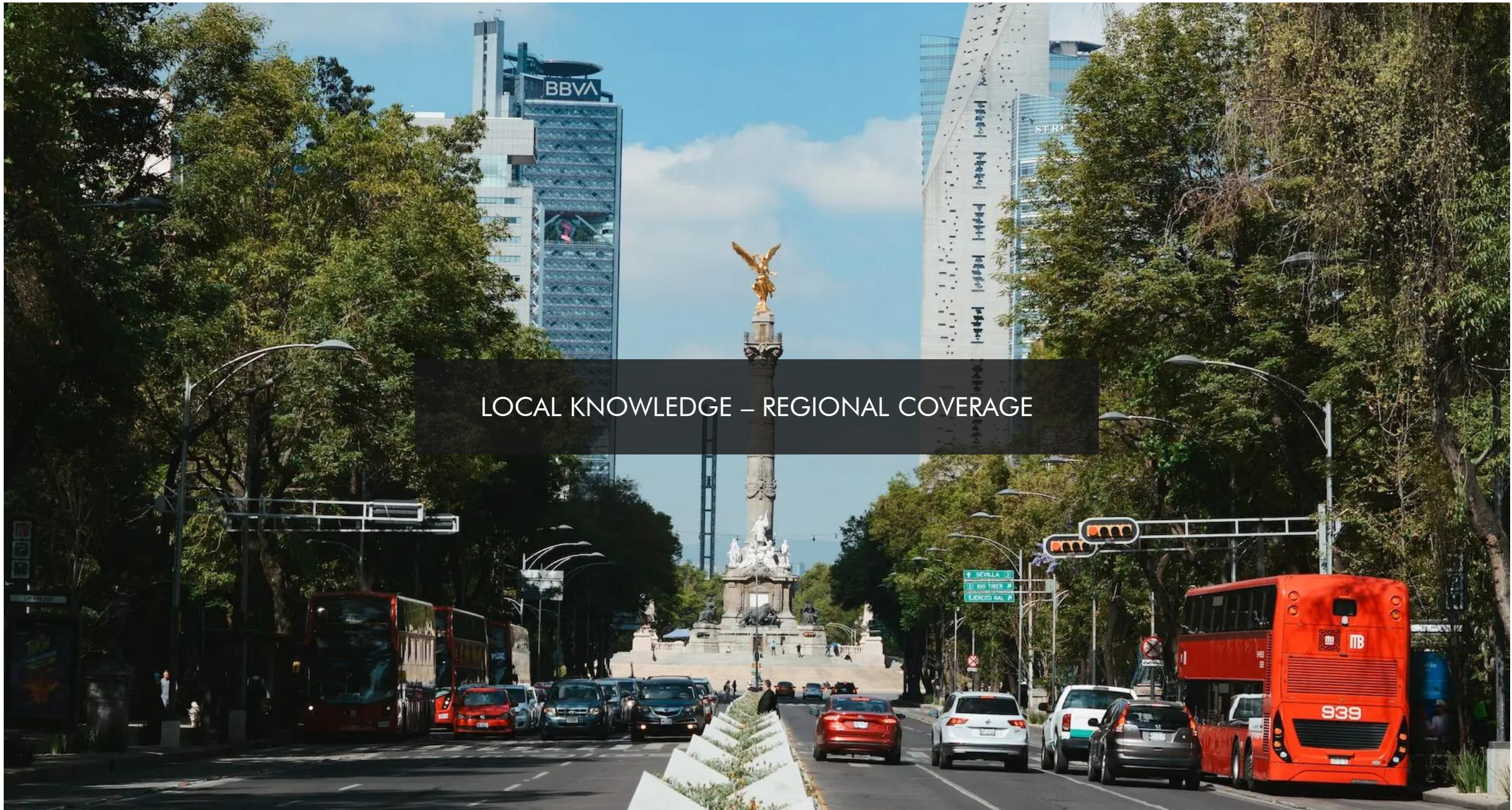
## What We Deliver

### Valuation Products

- Commercial Real Estate Appraisal
- Real Estate Fund Valuation
- Residential Valuation
- Letter of Value
- Machinery and Equipment Valuation
- Valuation Review (Second Opinion)
- Custom Valuation Assignment
- Short-Form CRE Valuation
- Short-Form Business Valuation
- Partial Interests & Litigation Support
- Business Valuation

### Consulting & Advisory Services

- Highest and Best Use (HBU) Analysis
- Marketability & Feasibility Studies
- Market Research and Customized Studies
- Property Condition Assessment (PCA)
- Market Rent Analysis
- Environmental
  - Phase I Environmental Site Assessment (ESA)
  - Phase II Environmental Site Assessment
- ESG Services
  - GRESB / PRI Reporting
  - Asset and Portfolio Analysis
  - Building Certification (LEED, IFC Edge)



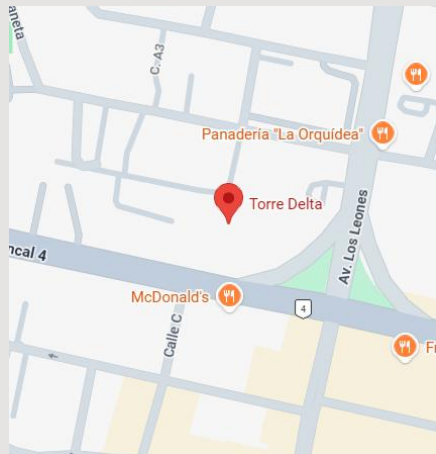
LOCAL KNOWLEDGE – REGIONAL COVERAGE

# VENEZUELA

## CONTACT

### Barquisimeto

Calle A-1, Urb. El Parque  
Delta Tower, Floor 6, Ofc. 6-E  
+58 0424 - 5344823  
+58 0414 - 5090155  
AdminVE@loganvaluation.com



## DETAILS

### MANAGEMENT

- Bryan L. Dragoo, MAI, MRICS
- Robert L. Dragoo, MAI MRICS
- Arq. Fran Moreno, RAA
- Diego Rodriguez, MRICS

### SERVICES

- Valuation
- Consulting

### EXPERIENCE

- Retail
- Office
- Industrial
- Land
- Residential projects
- Multifamily
- Hotels
- Market consulting
- Technical consulting
- ESG Consultancy

### CERTIFICATIONS

- 2 MRICS
- 1 MAI
- RICS regulated office
- SOITAVE



## REFERENCES

### BERNARDO ASUAJE

- Attia Capital, Co-Founder & Managing Partner,
- basuaje@grupoattia.com

### JORGE LIZAN

- Lizan Retail Advisors (LRA), Principal
- jorge@lizanretail.com

### LUIS PULGAR

- Lenus Capital Partners, Chief Operating Officer

## NOTABLE ASSIGNMENTS



**Residential Unit – Duplex Apartment**  
Conjunto Residencial Plaza Marina  
Lecherías, Edo. Anzoátegui



**Residential Unit – Apartment**  
Conjunto Residencial Casa Caribe  
Porlamar, Isla de Margarita



**LatAm Logistics Industrial Park,**  
Logistic Properties of the Americas  
Tenjo, Colombia



**Portfolio of 8 Assets**  
Super regional malls  
Parque Arauco Colombia



LEADERSHIP

# ROBERT L. DRAGOO MAI, MRICS, ASA

PRINCIPAL  
MEXICO, CENTRAL AMERICA



“Integrity and confidentiality are the basis for our reputation.”

EXPERIENCE				
LOGAN	Managing Partner	Valuation and Consulting	Costa Rica, México	2020 – Present
LOGAN	Managing Partner	Valuation and Consulting	Colombia	2013 – 2019
Deloitte	Manager	Valuation and Consulting	Mexico	2012 - 2013
Consultor	Independent	Valuation and Consulting	Mexico	2006 - 2012
CERTIFICATIONS				
Appraisal Institute		MAI	EEUU	2014 - Present
RICS		RICS - Valuation	UK	2014 - Present
ASA Member		ASA	USA	2023 - Present
COURSES				
Small Hotel and Motel Valuation			MAI, Appraisal Inst.	2023
Advanced Highest and Best Use Analysis			MAI, Appraisal Inst.	2017
Income Capitalization for Appraisals			MAI, Appraisal Inst.	2017
Sales Comparison Approach			MAI, Appraisal Inst.	2016
Basic Appraisal Procedures			MAI, Appraisal Inst.	2016
Appraisal Principles: Advanced Valuation			MAI, Appraisal Inst.	2018
Report Writing and Appraisal Analysis			MAI, Appraisal Inst.	2015
Valuation Ethics – Appraisal			MAI, Appraisal Inst.	2015, 2023
USPAP (Uniform Standard of Professional Practice)			MAI, Appraisal Inst.	2015, 2023
NOTABLE REPORTS				
Amerra Capital v. Mexico – ICSID Expert Testimony			Washington D.C.	2024
Ciudad Cayala – Master Planned Community			Guatemala	2024
Appraisal of multifamily projects – portfolio 5 assets			Guadalajara, Mexico	2019
Hotel Appraisals – portfolio of 5 assets			Colombia	2016 – 2020
Master Planned Community appraisal – 5 macro lots			Cartagena, Colombia	2020
Office appraisal – portfolio, 5 assets			Mexico	2020
Appraisal master planned community, golf course			Cabo San Lucas, México	2013
Appraisal master planned community			Cancun, Mexico	2012
Macro lot valuation – resort residential			San Jose del Cabo, México	2011
Condo valuations – Las Ventanas, Chileno Bay, El Dorado			Los Cabos, Mexico	2010
Condo valuations – Litibu, Riviera Nayarit			Punta Mita, Mexico	2010

# BRYAN L. DRAGOO MAI, MRICS

PRINCIPAL | MANAGING DIRECTOR  
COLOMBIA, PERU, CHILE



“LOGAN establishes the valuation standard through consistency in quality and service.”

EXPERIENCE				
LOGAN	Principal	Valuation and Consulting	Colombia, Peru, Mexico, Costa Rica	2019 – Present
LOGAN	Managing Partner	Valuation and Consulting	Colombia, Peru Mexico, Costa Rica	2012 – 2019
Colliers International	Director of Valuation and Consulting	Valuation and Consulting	Colombia	2012 - 2013
Colliers International	Certified General Appraiser	Valuation and Consulting	Arizona, Nevada, New Mexico	2010 - 2012
CERTIFICATIONS				
Appraisal Institute	MAI	EEUU		2012 – Present
RICS	RICS – Valuation	UK		2012 – Present
Registro Abierto de Avaluadores	RAA	Colombia		2017 - Present
COURSES				
Leadership		RICS		2021
Sales and Negotiation		RICS		2020
General Appraiser Market Analysis & Highest and Best Use		MAI, Appraisal Inst.		2010
Advanced Income Capitalization		MAI, Appraisal Inst.		2011
Advanced Concepts & Case Studies		MAI, Appraisal Inst.		2011
General Appraiser Report Writing and Case Studies		MAI, Appraisal Inst.		2010
General Appraiser Income Approach/Part 1		MAI, Appraisal Inst.		2010
General Appraiser Income Approach/Part 2		MAI, Appraisal Inst.		2010
Business Practices and Ethics		MAI, Appraisal Inst.		2018
International Valuation Standards Overview		MAI, Appraisal Inst.		2018
General Appraiser Site Valuation and Cost Approach		MAI, Appraisal Inst.		2010
General Appraiser Sales Comparison Approach		MAI, Appraisal Inst.		2010
NOTABLE REPORTS				
Valuation of a portfolio of 140 assets including offices, Retail centers, and industrial distribution centers for financial reporting		Colombia		2023
Valuation of a portfolio of 114 assets including offices, Retail centers, and industrial distribution centers for financial reporting		Colombia		2023
Valuation of a 32-asset portfolio including residential projects and mixed-use properties throughout Latin America for financial reporting		Colombia, Peru, Mexico		2023
Valuation of a portfolio of 8 master-planned communities with residential and commercial uses for financial reporting		Colombia		2023
Appraisal of 30+ assets held within two investment funds for the purpose of M&A consolidation		Colombia		2019
Appraisal of a 15+ parcels of land that formed part of a land bank		Colombia		2016

# DIEGO RODRÍGUEZ

## MRICS

VICE PRESIDENT OF OPERATIONS  
LATIN AMERICA



“Quality data in the market and the consistent application of recognized methodologies are the foundation for healthy growth in Latin America.”

EXPERIENCE				
LOGAN	VP	Operations	LATAM	2023 – Present
LOGAN	Regional director	Market Intelligence and Consulting - Operations	Colombia, Peru, Mexico, Costa Rica	2021 – 2023
LOGAN	Regional director	Consulting and market analysis	Colombia, Peru, Mexico, Costa Rica	2017 - 2021
Cushman & Wakefield	Coordinator	Consulting and market analysis	Colombia	2014 - 2017
Cushman & Wakefield	Analyst	Consulting and market analysis	Colombia	2011-2014
CERTIFICATIONS				
RICS	RICS – Research	UK		2020 – Present
COURSES				
Data Steward		Tableau		2020
Designer		Tableau		2020
Analyst		Tableau		2020
NOTABLE REPORTS				
Highest and best use analysis, land		Bogota, Colombia		2023
Marketability analysis, logistics park		Bogota, Colombia		2023
Cost analysis, residential master plan		Cartagena, Colombia		2022
Highest and best use analysis, land		Cartagena, Colombia		2022
Rents Benchmarking, Shopping Center Portfolio		Quito, Ecuador		2022
Marketability Analysis, Multifamily for rent		Bogotá, Colombia		2022
Land Appreciation Analysis		Lima, Peru		2022
Highest and best use analysis, land		Lima, Peru		2022
Rent Analysis, RE Portfolio		Various Cities, Colombia		2022
Rents Benchmarking, Commercial Master Plan		Bogota, Colombia		2022

# FRANEDWARD D. MORENO ARCHITECT, RAA

VALUATION DIRECTOR  
COLOMBIA & VENEZUELA



**ASAPROVE**  
asociación civil de evaluadores  
profesionales venezolanos



**RAA**  
Registro Abierto de Avaluadores



“Our commitment to excellence has driven us toward new horizons, achieving extraordinary results.”

EXPERIENCE				
LOGAN	Valuation Director	Valuation	Colombia, Venezuela	2025 – Present
LOGAN	Valuation Subdirector	Valuation and Consulting	Colombia, Venezuela	2015 – 2024
AMS	Head of Finished Works	Designs and Execution of Work	Venezuela	2015 – 2013
CONATEL	Senior Architect	Designs and Execution of Work	Venezuela	2013 – 2011
ADJKM	Junior Architect	Design and Draftsman	Venezuela	2011 – 2010
1º TALLER	Architect	Design, Draftsman and Schemer	Venezuela	2010 – 2007
CERTIFICATIONS				
Diploma in Real Estate Valuation PPVI 2023, PPVI 2023, Sociedad de Tasación de Venezuela		SOITAVE	Venezuela	2024 - Present
ESA – Phase 1 (Environmental Site Assessment)		ASTM	USA	2022
Asociación Civil de Avaluadores Profesionales Venezolanos		ASAPROVE	Venezuela	2020-Present
RAA Registro Abierto de Avaluadores, Urban Real Estate Category		RAA	Colombia	2018-Present
COURSES				
Urban Land Study in Bogotá			Lonja de Bogota	2017
Conversation “Ciudad Norte y Reserva Van Der Hammen”			Sociedad Colombiana de Avaluadores	2016
Metric Calculations and Civil Works Budget Analysis			Centecpro Caracas	2012
NOTABLE REPORTS				
Commercial Appraisal of the Atrio Master Plan Cultural Center – Phase II, Institutional Use, ARPRO			Bogota, Colombia	2024
Appraisal of the Real Estate Ensemble of the Special Management and Protection Plan (PEMP) for the Old Cartagena Club and San Francisco Cloister, declared a Cultural Heritage Site. San Francisco Investment & Four Seasons			Cartagena, Colombia	2023
Appraisal Máster Urban Plan “El Bosque” – Lagos de Torca, Yellowstone Capital Partners & Banca de Inversión Bancolombia			Bogota, Colombia	2022
Appraisal Máster Urban Plan “El Otoño” – Lagos de Torca, Yellowstone Capital Partners & Banca de Inversión Bancolombia			Bogota, Colombia	2021
Master Planned Community Residential Appraisal “Nativa Resort Condominium”, Aprisco Vastgoed			Tárcoles, Costa Rica	2021
Urban Land Appraisal – Portfolio “Master Planned Community – Serena del Mar”, Novus Civitas			Cartagena, Colombia	2020
Appraisal Partial Renovation Urban Plan “Proscenio”, Quora			Bogota, Colombia	2017 - 2020
Industrial Logistic Park Portfolio “Parque Logístico Industrial LatAm”, LatAm Logistic Properties			Bogota, Colombia San Jose, Costa Rica	2017 - 2022



[www.loganvaluation.com](http://www.loganvaluation.com)

