



Real estate advisory and land planning
Woman- and Minority-owned
DBE Certified

Company Profile

2024



COMPANY OVERVIEW

Monsen & Roe LLC provides expertise in land planning, stakeholder engagement, and project management for owners spanning commercial and residential real estate, infrastructure, transportation, and government sectors.

Our mission is to lead transformative projects that blend progress with lasting community value. Building on a legacy that spans decades, we understand the importance of economic growth that comes with land development and the responsibility of shaping the future for generations.



ABOUT THE FOUNDER

- 25+ years of specialized consulting, project management, and owner representation/project executive:
 - 25+ years in marketing, business development, real estate management and development, contract negotiation
 - 11+ years in transportation corridor, land planning, and NEPA studies, specializing in stakeholder engagement, social equity, and transit-oriented development (TOD)
 - 20+ years developing and leading successful consulting teams at Jacobs, HNTB, Booz Allen Hamilton, Ernst & Young (EY)
- Expert in relationship building/repair, crisis and change management
- Agency coordination/liaison for several P-3 mega projects
- BS, Business Administration, Georgetown University
BFA candidate, Interior Architecture & Design, Academy of Art University
- PMP®, Certified Negotiation Specialist (CNS®), Real Estate Negotiation Specialist (RENE®)
- Urban Land Institute, Center for Leadership graduate
- Licensed Real Estate Agent/Broker in Georgia and Alabama since 2009



Meilyn Marino,
PMP, CNS, RENE

SERVICES & SOLUTIONS

Most project risks and failures are rooted in poor communication or lack of planning. We are experts at both. Offering in-depth guidance on strategic land use and investments, we help clients identify and capitalize on projects that create long-term value for all stakeholders.

Project Planning & Management

M&R provides strategic planning and innovative solutions to complex issues in land development. We can seamlessly coordinate from pre-work to grand opening while monitoring schedule, scope, and budget, as well as risk mitigation.

Representation & Negotiation

M&R represents owners from detailed analysis to guiding smart investment decisions. We have mastered the delicate dance of negotiating a win for all parties down to the most unique terms. Your investment is treated as our own.

Stakeholder Communications & Engagement

Our expertise engaging stakeholders for long-term support leads to successful projects. Our bench covers NEPA studies, Environmental Justice & Equity/Social Value, and strategic MAR-COMM solutions. We also support change and crisis management, relationship and reputation repair.

Portfolio Management

M&R assists owners in managing and maximizing the value of their property assets, from ground leases to mixed-use complexes, as well as specialty properties that require innovative solutions for monetization.



WHY CHOOSE MONSEN & ROE?

- **Strategic Insight:** After decades advising government organizations, M&R has a deep understanding of agency needs and the communities they serve. We have the creativity to identify value-add opportunities as well as the foresight to identify potential gaps and risks that others may not be prepared to address.
- **Relationships:** Our strong track record of transparent communication with government and regulatory agencies equips M&R to build projects that check all the boxes.
- **Cultural Connection & Community-Centered Approach:** M&R builds with purpose, always considering the long-term impact on surrounding communities. We are a trusted voice for multiple ethnic/cultural groups and share an understanding of their needs. Our goal is to develop communities that return the *highest and best use* for all stakeholders.
- **Tailored Solutions:** Every client and project is unique; after in-depth research and investigation, we provide customized strategies that align with your vision and goals.



Disadvantaged Business
Entity Certified (GA)

Georgia DOT Professional Consultant Pre-Qualified in Area Classes:

- Transportation Planning, Attitude, Opinion and Community Value Studies
- Mass Transit Operations Program Marketing

PREVIOUS CLIENTS

- Atlanta Regional Commission
- City of Alexandria, VA
- Best Buy, Inc.
- Booz Allen Hamilton
- Kotler Marketing Group
- Fairfax County, VA
- Florida Department of Transportation (DOT)
- Georgia DOT
- Georgia State Road and Tollway Authority (GRTA/SRTA)
- Kansas DOT
- MARTA (Metropolitan Atlanta Rapid Transit Authority)
- Miami-Dade Expressway Authority
- U.S. Department of Defense
- U.S. Army
- U.S. Air Force
- U.S. Environmental Protection Agency (EPA)
- The ATL



PREVIOUS PROJECTS (partial list)

- **MARTA Real Estate**, asset management of 27 commercial leased properties (\$8M/annum), tenant relations, CAPEX/OPEX budget oversight, OA Board member - Uptown Atlanta (Lindbergh City Center, 1M sq ft mixed-use)
- **MARTA, Transit-Oriented Development (TOD)**, Area Master Planning: Bankhead and Indian Creek TODs
- **MARTA Station Rehabilitation Program & Track Replacement Projects**, stakeholder engagement planning and execution, wayfinding, art direction, public events coordination (ground breakings, grand openings, public hearings)
- **I-285 Top End Express Lanes**, Communications Lead, Environmental Impact Statement (EIS) production, Public Involvement, Environmental Justice Plan, Corridor Aesthetics Plan, DBE/sub oversight; ROW Inventory, Valuation, and relocation assistance review
- **Transform 400** (SR400 Interchange), construction and GEC RFP
- **I-75 South Express Lanes, I-85 North Express Lanes Extension**, public involvement, media relations, and planning
- **Georgia DOT MMIP** (Major Mobility Investment Program), Strategic Program Plan, Communications Plan, RFPs for GECs, branding/design package
- **More MARTA**, Program of projects for City of Atlanta, branding and public involvement plan
- **Georgia MMPT**, (Multi-Modal Passenger Terminal) Draft EIS
- **Atlanta-To-Charlotte High-Speed Rail Project**, Feasibility Studies, Draft EIS
- **Atlanta Public Schools**, Redevelopment Plan for former Lakewood Elementary School property (ULI mTAP)
- **Other:** feasibility and NEPA studies, planning and construction management of retail centers, commercial build-outs, design and renovation of 20+ SFRs; lease negotiations and commercial property management

CONTACT US

Meilyn Marino
Principal
Monsen & Roe LLC
PH +1 (404) 432-8477
mm@monsensoroe.com

www.monsensoroe.com



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