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# The 2017 PBJ 100: No 10 - NBP Capital

**NBP Capital is a real estate investment and development company. It had \$33.41 million in revenue and 186 employees in 2016.**

🔑 **SUBSCRIBER CONTENT:** Jun 12, 2017, 3:52pm PDT

The Portland Business Journal talked with NBP Capital Managing Member Lauren Noecker about the company's growth.

**What are your company's strategies to maintain growth?** NBP Capital is involved in several multifamily and hospitality development projects in the Portland metro area. One of these projects is the re-development of the historic Cornelius Hotel and the adjacent Woodlark Building into a 150-key lifestyle hotel. We also look forward to development opportunities in Oregon and Washington while expanding to Los Angeles in the near future.



NBP Capital Managing Member Lauren Noecker

**What is the biggest obstacle to continuing growth?** Ensuring that we have fully staffed departments to handle the workload associated with fast growth. In the past year, our corporate office has nearly doubled.

**What went right last year?** In 2016 we completed the renovation of the old Broadway Furniture Building now home to Broadway ACE Hardware, the historic George Lawrence Building in downtown Portland, and several multifamily assets in Portland and Vancouver, Washington. We acquired two future development sites, including the Boys & Girls Club in Sellwood and a 400-plus unit portfolio of multifamily communities in Vancouver.

**Have your company's priorities changed? What is the No. 1 priority for the year ahead?** No, but as the Portland real estate market has tightened we have adapted and increased our involvement with ground-up development projects, asset re-renovations and re-development, hospitality and value-add multifamily opportunities outside of Portland proper, while seeking out opportunities in Oregon, Washington and L.A.

**Barriers to doing business in Portland?** Portland has grown exponentially since we started doing business here and the real estate market has become very competitive, but at the same time there is so much opportunity and growth.

**How big of a role does technology play in your business success?** As NBP continues to evolve and grow, so does the technology of our corporate team. We rely heavily on our internal communication, servers and accounting software and are always looking for new ways to innovate and improve our efficiency.

**Do you have an exit strategy?** Our assets are acquired and renovated with the intent of a long-term hold. At this time we have no exit strategy.