

KENNEDY WILSON

BROKERAGE

# Matt Krupp

VICE PRESIDENT



## PROFILE

As Vice President of Brokerage, Northern California, Matt brings his extensive experience with a proven track record of success in retail and office real estate for over 25 years. He has represented institutional and high net worth families to help solve their most complex real estate problems, and offers expert advice and timely execution for those solutions. He uses his expertise to bring long-term results to his clients and has a unique ability to react in this ever-changing retail environment.

Matt has always looked at what is best for a property long-term, not just the deal at hand. He has excellent written and oral communication skills and feels extremely comfortable working with all types of people from contractors to the most sophisticated real estate landlord.

## NOTABLE ACCOMPLISHMENTS

**Wilco Farm Stores:** Matt represented the landlord in the successful lease buy-out, marketing, and lease-up of a 37,000 SF retail building in Petaluma, CA. He led the team that negotiated the buyout from Lowe's and executed the successful marketing plan that resulted in a full-building lease to Wilco Farm Stores for its first store in the Bay Area.

**Washington Square Shopping Center:** For several years, Matt has represented Washington Square, a 220,000 SF, dominant daily needs center in Southern Sonoma County that is currently 94% leased. Recently, he led the team in the successful conversion of a former Safeway store to a multi-tenant opportunity. Matt negotiated a 19,000 SF space for Planet Fitness, and 12,000 SF for Party City. He also negotiated a 50-year ground lease for a Safeway fueling station on a formerly functionally obsolete pad building within the center.

**Sportsman's Warehouse, Rohnert Park:** Matt represented ownership in the successful lease-up of a 46,000 SF vacant building to Sportsman's Warehouse. He was the project manager for the landlord and tenant build-out, and successfully led the tenant in their application for a conditional use permit. This is now a top location for Sportsman's Warehouse.

## SELECT CLIENTS

Bettencourt Investments  
Eagle Equity Real Estate  
Fulcrum Properties  
Regency Centers

Safeway  
Sportsman's Warehouse  
United Cerebral Palsy North Bay  
Wilco Farm Stores

## CONTACT

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## QUALIFICATIONS

B.S., Business Management  
University of Southern California

DRE # 01162918

## AFFILIATIONS

ICSC  
Petaluma Chamber of Commerce  
Santa Rosa Chamber of Commerce

## ACHIEVEMENTS

Brokered the largest retail lease deals in 2017 and 2019 in Sonoma County

Past President of local Youth Baseball league with over 750 kids participating each year

Consistent top 2% in production for North Bay Area commercial brokers