

# Meet the UC Leadership Team

## Max Palacio

CEO and President, Urban Communities



### Biography

Max brings a wide range of unique experience to his position as CEO. With a strong background in financial management, green energy, and acquisitions, he's to carve out a name for himself in a crowded community. His goal is to bring sustainability, comfort, and value to all residents, regardless of their income bracket.

Max holds a BA in Business and has over 20 years of professional and entrepreneurial experience in diverse sectors throughout the Americas.

He worked for American Solar Direct, a leading provider for residential solar energy systems in California, providing sustainable residential energy solutions.

Later, he became involved in real estate as the West US Director for FCA, the RE investment arm of the Libra Group (libra.com), a multi-billion-dollar conglomerate with interests in shipping, aviation, hospitality, real estate, and renewable energy. His main responsibility was to source, analyze, negotiate debt and perform the asset management for their deals.

Through his operations he established and developed relations with key market players in the U.S. His expertise is in sourcing, analyzing and discovering hidden value in potential acquisitions.

An environmentally-conscious individual, he was inspired to combine his expertise in solar energy and experience in real estate to develop sustainable communities. In 2015, Max acquired and redeveloped the first Urban Communities property, and has since focused on the multifamily workforce housing space and growing his company.

### Summary:

- Former Western U.S. director for real estate investment for the Libra Group (libra.com)
- Expertise in sourcing, analyzing, and discovering hidden value in assets.
- Has provided >3.5X to his investors within 3 years.
- Acquired and redeveloped the first Urban Communities property, Urban 188.

