

# NorthStar Realty Finance Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

NorthStar Realty Finance Corp. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between NorthStar Realty Finance Corp. and its competitors. This provides our Clients with a clear understanding of NorthStar Realty Finance Corp. position in the [Real Estate](#) Industry.

The report contains detailed information about NorthStar Realty Finance Corp. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for NorthStar Realty Finance Corp.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The NorthStar Realty Finance Corp. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios

pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes NorthStar Realty Finance Corp. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of NorthStar Realty Finance Corp. business.

### **About NorthStar Realty Finance Corp.**

NorthStar Realty Finance Corp. operates as a real estate investment trust (REIT). The company conducts all of its operations and makes investments through, Northstar Realty Finance Limited Partnership. The company originates and acquires real estate debt, real estate securities and net lease properties. It invests in those areas of commercial real estate finance.

The company focuses on three main businesses: Real Estate Debt, Real Estate Securities Investments, and Net Lease Properties.

#### **Real Estate Debt**

The company acquires, originates, and structures senior and subordinate debt investments which it finances primarily by issuing CDO's. The company's real estate debt investments include first lien mortgage loans, which are also referred to as senior mortgage loans, junior participations in first lien mortgage loans, which are often referred to as B-notes, second lien mortgage loans, mezzanine loans, and preferred equity interests in borrowers who own such properties. The collateral underlying the company's real estate debt investments generally consists of income-producing real

estate assets, properties.

**Targeted Investments:** The company's real estate debt investments have the following characteristics: terms of two to ten years and in some cases, such terms are inclusive of extension options; collateral in the form of a first mortgage or a subordinate interest in a first mortgage on real property, a pledge of ownership interests in a real estate owning entity or a preferred equity investment in a real estate owning entity; floating interest rates priced at a spread over LIBOR or fixed interest rates; an interest rate cap or other hedge to protect against interest rate volatility; and an intercreditor agreement that outlines the company's rights relative to other investors in the capital structure of the transaction and that typically provides it with a right to cure any defaults to the lender of those tranches senior to it and, under certain circumstances, to purchase senior tranches.

**Investments in Real Estate Debt:** As of December 31, 2006, the company held the following real estate debt investments: Whole loans, floating rate; Whole loans, fixed rate; Subordinate mortgage interests, floating rate; Mezzanine loans, floating rate; Mezzanine loans, fixed rate; Preferred equity, fixed rate; Other-loans floating; and Other-loans fixed.

### Real Estate Securities Investments

The company creates and manages portfolios of primarily investment grade commercial real estate securities, which it finances by issuing CDOs. These securities include CMBS, fixed income securities issued by REITs, credit rated tenant loans and CDOs backed primarily by real estate securities. In addition to these securities, the company's investment grade CDOs may also include bank loans to REITs and real estate operating companies, and real estate whole loans or subordinate debt investments such as B-Notes and mezzanine loans.

The various types of securities backed by real estate assets that the company invests in, include Commercial Mortgage-Backed Securities (CMBS), fixed income securities issued by REITs and real estate CDOs.

### Net Lease Investments

The company invests primarily in office, industrial retail and healthcare-related properties across the United States that are net leased to corporate tenants. Net lease properties are typically leased to a single tenant who agrees to pay basic rent, plus all

taxes, insurance and operating expenses arising from the use of the leased property. The company may also invest in properties that are leased to tenants. It targets properties that are located in primary or secondary markets with demand fundamentals, and that have a property design and location that make them suitable for alternative tenants.

In May 2006, the company announced a joint venture with Chain Bridge Capital LLC to invest in healthcare-related net leased assets, called Wakefield.

### Tax Status

The company has elected to be taxed as a REIT under Sections 856 through 860 of the Internal Revenue Code of 1986, as amended. As a REIT, the company generally distributes approximately 90% of its net taxable income and would not be subject to federal income tax on income that it distributes to its stockholders.

### History

NorthStar Realty Finance Corp. was founded in 1997.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

### **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

### **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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