



# Brooke Perez

*Managing Director*

t 310-628-0661

brooke.perez@ngkf.com

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## YEARS OF EXPERIENCE

# 18+

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## AREAS OF SPECIALTY

- Incentive Negotiations
- Global Location Strategy
- Site Selection Methodologies
- Tax Credits
- Training Grants
- Workforce Development
- Economic Development

Brooke Perez joined Newmark in 2018 and currently services as a Managing Director within the Global Corporate Services Newmark Advantage Group. Brooke specializes in managing business incentives projects, corporate site selection and economic development consulting assignments.

In her 18 years of experience, Brooke has advised a wide range of clients, including Fortune 500 companies and global organizations, with securing and implementing available state tax credits and incentives as well as with economic development program compliance in many states. Always located in California, Brooke has always had a national role, with extensive experience with negotiations and programs in over 25 States. She also has experience with many Federal programs, including the Work Opportunity Tax Credit (WOTC), Federal Empowerment Zones/Rural Communities, and training grants. Economic incentive programs she has worked with include discretionary cash grants, refundable and non-refundable job and investment tax credits, training grants, sales and use tax benefits and other in-kind benefits. She has assisted clients in the healthcare, technology, retail, manufacturing, and multimedia/entertainment industries.

Before to joining Newmark Global Corporate Services, Newmark Advantage consulting team, Brooke was in Senior Management at various Big Four firms where she was a member of the National Credit and Incentives Practice. In addition to her core expertise, Brooke has significant experience advising clients in other areas, including state and local income tax issues, sales and use tax, unclaimed property, and estate planning. Prior and during law school, Brooke was proud to serve as an intern in the First Ladies Press Office and Office of Legal Counsel assisting with press issues and vetting appointees for Senate confirmation. Brooke is a licensed attorney and real estate salesperson in California and is currently completing the University of Oklahoma Economic Development Institute program and will ultimately receive her CeCD certification.

### Education

Brooke received her Juris Doctorate degree from Loyola Law School and received a Bachelor of Arts degree in History and Business Administration from the University of California, Los Angeles. She is currently attending the Economic Development Institute at the University of Oklahoma, with an expected completion date in mid-2021.