



PARTNERING FOR THE NEXT BIG THING

Outsourced COO & Strategic
Execution for Real Asset Owners

FOOTPRINT



SINCE 2020

Footprynt is the outsourced COO and strategic partner for growth-stage real estate investors and operators. We step in at inflection points—when lean, entrepreneurial teams are scaling, raising capital, or navigating leadership transition and need more than internal bandwidth can offer. We bring structure, clarity, and senior leadership—embedded, aligned, and purpose-built for your next phase.

ACCESS TO A
DEEPER BENCH,
WHEN IT
MATTERS MOST.

WHAT WE DO

We focus on the leadership and structure required to help platforms grow with clarity and control.

- **Outsourced COO**
Embedded leadership to stabilize, scale, or reposition your platform.
- **Enterprise Optimization**
Clarity across roles, reporting, workflows, and decision-making.
- **Capital Readiness**
Institutional positioning, investor materials, and fundraising strategy.
- **Strategic Projects**
From succession planning to high-impact transformation—we lead the work that unlocks growth.

BUILT FOR
DISCIPLINED
OPERATORS WITH A
TRACK RECORD OF
SUCCESS - AND THE
CLARITY TO KNOW
WHEN GROWTH
REQUIRES MORE.

DESIGNED FOR
TODAY'S NEEDS
AND TOMORROW'S
GROWTH.

LEADERSHIP

Shelley Balanda
COO & Managing Principal


With over two decades of multidisciplinary experience—spanning brokerage, institutional advisory, capital markets, and operations—our perspective is shaped by direct leadership inside real estate platforms navigating complexity. The focus has been on high-stakes moments: scaling teams, repositioning strategy, and preparing organizations for institutional capital or generational transition.


What differentiates our approach is the ability to operate at both altitude and depth — bridging high-level strategy with the executional discipline required to implement it. From capital raising and investor reporting to restructuring teams and realigning infrastructure, the goal is to ensure that vision, talent, and operations move in sync, so performance becomes not just possible, but repeatable.



PROFESSIONAL HIGHLIGHTS

- \$5B+ in real estate acquisitions across multifamily, retail, office, and mixed-use.
- \$1B+ in JV capital secured from institutional partners.
- Led restructurings, capital readiness, and growth strategy for owner-operators and fund sponsors.
- Built internal infrastructure across functions including acquisitions, asset management, and reporting.
- Trusted partner to C-suite leaders navigating transition, succession, and scale.



STRUCTURE.
CLARITY.
MOMENTUM.
DELIVERED. 

FOOTPRYNT

LET'S CONNECT:

Shelley Balanda

Founder & Managing Principal

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