

Building Your Business

Rising Stars

Strong networking skills and business savvy propel these CCIMs beyond the competition.

By Rich Rosfelder

Summer is upon us and across the country, commercial real estate professionals are flocking to collaborate with colleagues, clients, and local governments to capture elusive business opportunities. CCIMs, for their part, are capitalizing on the designation's reputation and built-in network to forge relationships that may give wings to otherwise grounded deals. *Commercial Investment Real Estate* recognizes 10 designees who are focused on strengthening that reputation and network — both inside and outside the CCIM organization. After earning the designation less than five years ago, these rising stars already are lifting the CCIM designation to new heights.

Grady Mathews, CCIM

Director of Leasing/Broker

Grubb & Ellis/Solomon Partners

Bentonville, Ark.

Office/Landlord Representation

- Completed more than \$5 million in gross sales since 4Q08
- Hired by a New York investment firm to lease and market Bentonville Plaza, which won the Building Owners and Managers Association International's local 2009 Office Building of the Year award
- Referred \$2 million of work to Grubb & Ellis/West Shell Commercial in Cincinnati

"My experience has been that a solid, honest, long-term relationship with a client or colleague leads to more completed deals than a relationship based solely on a 'how can you make me money today' approach. Both locally and nationally, CCIM provides a great foundation for building these relationships with other industry professionals. The opportunity to plug into the designees' vast amounts of knowledge and experience is invaluable."

Anthony Bolling, CCIM, JD

Director

KW Commercial

Washington, D.C.

Multifamily

- As president, oversaw fivefold growth in Maryland/Washington, D.C., CCIM Chapter membership
- Recruited for 2009 Jay W. Levine Leadership Development Academy
- Earned 2007 Rookie Franchise Operator of the Year award from Postal Connections during a real estate hiatus

"But for getting involved at the national level and meeting CCIM leaders, I wouldn't have been able to manage the significant growth of our chapter. Outside of the institute, the CCIM network has elevated me above my peers and allowed me to compete as an independent broker. My current employer recognizes the strength of that built-in network."

Camille Renshaw, CCIM

Senior Investment Broker

Colliers Arnold

Tampa, Fla.

Office

- Awarded Colliers International's 2008 Largest Florida Office Investment Sale
- Awarded Colliers International's 2008 Top-Three Producer Statewide
- Pursuing Leadership in Energy and Environmental Design professional accreditation

"In 2008, my first year in the Tampa market, I focused on sub-\$5 million office investments with real estate investment trusts, small investment groups, trusts, and private investors. This year my goal is to add value to the property class throughout the Tampa Bay area through intelligent business planning and analysis with property owners and hands-on work with city planners."

P. Preston Hall Jr., CCIM

Adviser

Sperry Van Ness/Southland Commercial

Tallahassee, Fla.

Investment Sales

- Has completed more than 30 transactions after earning the CCIM designation in 18 months
- Elected 2009 CCIM Florida Panhandle District vice president
- Through CCIM network, secured American Red Cross office space for flood relief effort

"During these uncertain times, I see myself as an adviser rather than a broker. Growing up in Dothan, Ala., my family told me stories of farmers who had stored cotton in their barns during the Great Depression. When the market rebounded, they made a tremendous return. Right now, I'm focusing on distressed assets in the Southeast, trying to help investors put cotton in their barns."

John Berenato, CCIM

Director

Cushman & Wakefield

Philadelphia

Healthcare-Related Real Estate

- Selected from a pool of 300 applicants to join Cushman & Wakefield's Healthcare Practice Group
- Elected Pennsylvania/New Jersey/Delaware CCIM Chapter President in 2007 and 2008
- Teaches courses for the Tri-State Realtors Commercial Alliance

"I see good growth in the medical office sector, but companies are definitely looking more closely at costs. Since the Healthcare Practice Group focuses exclusively on this sector, we can consider trends and create a repository of knowledge for our clients."

Peter W. Paik, CCIM, CPM, GRI

Senior Vice President

Jamison Properties

Los Angeles

Office

- Completed 126 lease transactions totaling more than \$50 million in 2008
- Oversees a 4 million-sf portfolio of office and retail properties in the Los Angeles area
- Appointed to Asian Real Estate Association of America Board of Directors

"Transactional experience from selling real estate has been helpful in negotiating and dealing with the needs and wants of landlords and tenants. Timing also is a factor. I turn around lease proposals within 24 hours and work with an in-house construction firm. And finally, I treat clients as special and present a genuine and honest attitude — not arrogance."

Susan Davis Jordan, CCIM

Executive Director of Sales

NAI Sullivan Group

Oklahoma City

Office

- Earned CoStar Power Broker award in 2008
- Completed five transactions totaling \$9.6 million in 1Q09
- Participates in community initiatives through a variety of committee and board positions

"Although closings now take longer and require more effort, the good news is that they are still occurring. There seems to be a growing positive outlook, with market improvements expected by the end of 2009. I am very excited about the opportunities to create wealth and grow financial independence through commercial real estate in Oklahoma City."

Kristian Cotta, CCIM

Development Principal
Commercial Alliance Realty
Tucson, Ariz.
Retail

- Secured \$6.5 million to finance development projects despite the credit crunch
- Has repositioned two 50,000-sf shopping centers to attract national tenants
- Working on 300,000 sf of retail development that is in the pipeline

"Given the number of tenant bankruptcies and retailers putting expansions on hold, redevelopment and new development projects have had to be revamped. For example, we are scrutinizing construction costs and eliminating unnecessary items. We're also providing more-detailed marketing packages. The easier you make the retailers' jobs, the better chance you have of getting them to take a serious look at your projects."

Daryl A. Crotts, CCIM, CPM

Broker/Owner
Crotts Commercial Real Estate
Wichita, Kan.
Brokerage/Property Management

- Elected Kansas CCIM Chapter president in 2006 and 2008
- Appointed 2009 vice chair of CCIM's Professional Standards Committee
- Organized home-building service project in tornado-ravaged Greensburg, Kan.

"I heard the General Services Administration was looking for office space. Before recruiting a developer and land owner to bid on the build-to-suit opportunity, I contacted a fellow CCIM — and GSA employee — whom I had met while taking the courses. He explained how to get the best shot at the building. We closed the deal, and I received an \$87,500 commission. Would I say I got a good return on my CCIM investment? Absolutely."

Barry B. Holtzer, CCIM

Vice President
Colliers Ostendorf-Morris
Cleveland
Industrial/Corporate Services

- Earned Colliers Ostendorf-Morris' Top Producer award by closing \$100 million in transactions in 2008
- Works extensively with clients in South America, Europe, and Asia
- Serves on Cleveland Hearing and Speech Center Board of Directors

"As real estate professionals with hero, know-it-all personalities, we tend to want to provide all the answers and tell our clients what time it is. Successful international real estate communication starts with listening to our clients. But this doesn't only apply to international work. My local business now revolves around my clients' needs and business models rather than just knowing local lease rates."

Rich Rosfelder is staff editor of *Commercial Investment Real Estate*.

Read why Rising Star Daryl A. Crotts, CCIM, CPM, recommends [mediation training](#) as a way to build on your CCIM skills.

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