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HEAVY HITTERS

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Personal hero: Richard Branson. My favorite quote from him is: "I don't think of work as work and play as play. It's all living."

2010 season outlook: Lenders are becoming more motivated to sell distressed assets and are likely to introduce a number of hotel REOs into the transaction market. This might have a negative impact on overall pricing for hotels in 2010, compared to 2009, but could be partially offset by rising revenues in oil/energy markets all over Texas.



MICHAEL YU

Nomination: Partner in the No. 1 hotel sales team at Marcus & Millichap.
Hometown: Tianjin, China.

Years in the game: 7
Strategy: More proactive marketing efforts. Assisted buyers with financing.

Home run last season: I expanded my team in 2009 despite the market conditions. Now I have well-trained agents on my team picking up market shares from competitors.

Biggest challenge: Last year was the record year for hotel revenue decline in U.S. history, plus the uncertainty of the economy, keeping most hotel investors out of market.

Advice for rookies: This is the best time to start in commercial real estate. It will be very hard for the next couple of years. But, it will pay off nicely when the market comes back.

2010 season outlook: More distressed sales. Activities will pick up.

GENERAL/MISC. MARKETS

SELECTED BY: HOLLIDAY FENOGLIO FOWLER LP



AARON SWERDLIN

Nomination: Has focused on self storage properties for the past 16 years and in 2009 alone closed more than \$104 million in transactions. He was ranked nationally within HFF as one of the top two producers by number of deals closed in 2009;

closing approximately 17 transactions.

Hometown: Born in New Orleans and grew up in Houston.

Years in the game: 19

Strategy: Purchasers and sellers active in 2009 were no-nonsense, serious real estate investors. The single most valuable strategy for 2009 was to find transactions where we added value. If there wasn't a material value-add component to our role in a transaction, we declined the business.

Home run last season: Despite the disruption in the capital markets, closing nearly 20 separate transactions has to be the highlight. Not a single deal was easy but having parties that were serious about getting a deal done kept everyone committed to closing.

Advice for rookies: As with most things, it's not as easy as it looks. Find a specialty and spend the time to establish expertise before you expect success. If you learn your trade and execute business better than everyone else, success is inevitable, but it takes time.

2010 season outlook: As long as no one has great expectations for pricing, 2010 transaction volume will be quite strong. On deal volume, it could look a lot like 2005/2006 but on pricing it will look like 2002/2003.

SELECTED BY: THE RICHLAND CO.



MICKY MEYER-STURGIS

Nomination: Consistent top performer who maintains an overall occupancy rate of 85 percent with 15 properties fully leased and has secured leases totaling in excess of 322,312 square feet.

Hometown: Houston.

Years in the game: 8 years

Strategy: The best strategy in any downturn is to focus on the basics of good negotiating skills, persistence, and building relationships. Demonstrating commitment to a client's profitability pays off no matter what shape the economy is in. Renewals, expansions, and even downsizing are all ripe for repeat business.

Home run last season: The lease extension and expansion with Verizon Data Services at Gateway South in Dallas.

Advice for rookies: Now is a great time to hone the skills that will carry you throughout your career. Getting the deal done is important,

but you have to be passionate about creating opportunities for great deals, which are the ones where all parties walk away feeling like they won.

Personal interests: Volunteer work is the most personally rewarding of my interests. Helping the community makes you feel like a better person.

2010 season outlook: The industry will still be working its way out of a lull throughout 2010. We have always treated our clients like business partners and made every effort to ensure their success, and that's what we'll continue to do. It's a win-win, and it's gotten 2010 off to a great start for us.

SELECTED BY: MCDADE, SMITH, GOULD, JOHNSTON, MASON + CO.



JEFF E. LINDENBERGER

Nomination: Involved in more than 30 transactions in 2009 totaling over \$35 million.

Hometown: Houston.
Years in the game: 8
Strategy: The corporate services platform of our business, kept us alive in

2009. We focused on providing outstanding service to existing clients and avoided chasing the difficult deals that might have made during the 2007 boom year but were unlikely to close in 2009. In other words, get smart about our business.

Home run last season: The closing of two land transactions for multi-family development in 2009 was a big accomplishment during a tough, tough year regarding land sales to developers.

Advice for rookies: Learn from the best in the business and treat every single transaction as if you are a financial and operations officer in your client's company.

Personal hero: I most admire my wife. 2009 for us included her cancer diagnosis, the most difficult real estate market in my lifetime and the successful adoption of our newest addition to our family. She made it through it all with a smile, showing me what is truly important in life.

2010 season outlook: Activity in the first quarter has picked up compared to 2009. Many investors and business owners are still trying to determine where the economy is headed and what impact lawmakers in Washington are

having on their businesses.



TODD A. MASON

Hometown: Yuma, Ariz.
Years in the game: 24
Strategy: We focused on user transactions and on understanding our clients cash flow issues and how real estate could help improve their cash flow situation with strategies

such as extend and blend on leases.

Advice for rookies: Focus on what's best for your client and the rest will take care of itself.

Personal interests: Golf and my family
2010 season outlook: Better than 2009, but still fairly slow.

SELECTED BY: THE SITUS CO.



MARTIN BRONSTEIN

Nomination: Adapted Situs' brokerage group to the changing market and has been instrumental in developing relationships with numerous lenders and financial institutions requesting assistance in asset management,

workouts, and disposition of REO assets and notes.

Hometown: Galveston.

Years in the game: 38

Strategy: I made an extra special effort to communicate with my clients and ensured that my staff did a better job of managing expectations between buyers and sellers, which is especially important in today's real estate environment.

Biggest challenge: Defaulting commercial real estate loans and subsequent foreclosures have affected the real estate industry the most over the past year.

Advice for rookies: Focus on learning the real estate business and not just the art of selling.

2010 season outlook: Over the next year, I believe the real estate industry will have more defaults and foreclosures while values start to stabilize. ■

