

Bradford Adds 781,197 SF of Office in Two Weeks

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DALLAS-The Bradford Cos. has gained 781,197 sf of additional traction in two weeks for its 2007 bid to bolster its third-party office leasing portfolio and property management services. Regis Property Co., which historically handles its own space, is the newest to come on board, turning over 386,590 sf in the North Dallas Tollway submarket.



Bradford quietly has taken leasing and management keys to two million sf in the metroplex since Bernard Deaton [became managing partner](#) in the firm. Deaton says he's on track to hit the five-million-sf goal that he set when he joined Bradford.

Bradford's newest pickups, which include 394,607 sf from Woodland Hills, CA-based Adler Realty Investments Inc., are a sign of the times in fast-paced flurry of recent assignment changes, all mostly Dallas stock. The motives for the moves are the same as always.

"The ownership changes and has different expectations and relationships or the second alternative is the listing becomes stale and the ownership chooses to move the business," says Kevin J. Santaularia, Bradford's president and CEO, who built a stronghold of third-party industrial assignments and brought Deaton on board to do the same for the office group. And, the latest wins are a mix of both.

The Regis portfolio, though, is a coup although it's just a fraction of the portfolio because the owner historically has leased its own space. The contract covers the 188,009-sf Laguna Vista at 1580 Mira Lago in Farmers Branch; 71,780-sf Parkway North at 16800 N. Dallas Pkwy.; 58,361-sf Westgrove Plaza at 4570 Westgrove Dr. in Addison; and 40,066-sf 2010 Valley View and 28,374-sf Parkway Centre at 13450-15520 Inwood Rd., both in Dallas.

Adler has spent \$35 million in recent weeks to acquire three office properties in the city. All have passed to Bradford to oversee. The package consists of the 202,715-sf Forum @ Beltline @ 4002-06 Belt Line Rd. in Addison; 80,606 Bent Tree Plaza I, II and III at 4950 Westgrove Rd. and 16660 N. Dallas Pkwy. Also included is the 111,286-sf Preston Belt Line Office Park. And all will undergo select renovations.



Bernard Deaton
Executive Vice President
Managing Partner

Deaton's other wins this year also are a mix of renovated and to-be renovated office properties. San Diego-based Equastone is poised to unveil its plan for the 295,440-sf [Merit Centre](#) at 5710, 5720 and 5728 LBJ Freeway, which is being renamed to TriStone. Los Angeles-based Younan Properties Inc. has turned over the 379,556-sf [9400 N. Central Expressway](#) in Dallas and DBSI Discover Real Estate Co. of Boise, ID added 200,000 sf with a six-building campus in Arlington. In July, the industrial team picked up the 1.4-million-sf [Riverbend Business Park](#) from Riverbend Properties Inc. in Fort Worth and 200,000-sf from Cobalt Industrial REIT in nearby Irving.

"The key to leasing is making sure the owners understand where their market is and owners like Younan understand that," Deaton says. "But, the other key is making sure the building sees every transaction that is looking within that neighborhood."

Deaton says Bradford's existing staff has been able to keep up with the growth, but the time has come to consider beefing up the ranks. He says it's particularly important because at least another half million sf of office space and an equal amount of industrial space will be added before the year ends.

Deaton says underlying the hard push is a plan to develop office buildings. "By growing our third-party business and property services shows investors we have the skill sets to lease and manage the properties the investors are buying or building," the 30-year veteran tells [GlobeSt.com](#). "And, I don't necessarily have to have all class A product. I can do just as well with class B, maybe better."



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