

Bradford Expanding Office Management Plan

February 15, 2005



Sharon Friedberg
Vice President
Office Marketing

DALLAS-The Bradford Cos. is poised for a hard drive to regain ground for office management contracts in Dallas/Fort Worth. The team intends to challenge competitors with multiple building assignments in suburban submarkets to build a five-million-sf portfolio

that can measure up to its 1989 level.

Sharon Friedberg has left Peloton Real Estate Partners in Dallas after four months to lead Bradford's push to reclaim space in the metroplex. Friedberg, with seven years' experience, was named VP of office marketing. Her duties include business development for office leasing and property management. Friedberg, who began her career in 1998 at Fischer & Co. in Dallas, most recently represented entrepreneurial building owners and REITs for class A and B properties in North Texas.

"We wish her well," says Pelotan partner Joel Pustmueller, "she'll be great at Bradford. That's a great company and a great venue for her."

Friedberg is Bradford's second hire this year for the five-broker office group, led by COO Al Horstmann. Trey Walp started in January in the Fort Worth office. A sixth broker is being courted, says Kevin Santaularia, Bradford's president.

"We feel it's time to target opportunities," Santaularia tells GlobeSt.com. "There are a lot of service providers out there who have conflicts of interest." He says the target will be submarkets where brokerage houses have heavy concentrations of assignments. Santaularia says the goal is to get the office management portfolio to five million sf within two years and back up to its 1989 level. "We whittled it down to 2.5 million sf," he says, "and now we're looking to ramp it back up."

By: Connie Gore

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