

Bradford Commercial Real Estate Services Implementing Changes in 2010

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DALLAS Bradford Commercial Real Estate Services, marking its 20th year, will head into 2010 with a multi-faceted plan to leverage the progress that it's made in the leasing and management arena as the catalyst for corporate-wide change.

"While clients and competitors are conserving cash, we are spending our dollars to rebrand and refocus the firm. There are those veterans who still view us as having a developer model," says Kevin J. Santaularia, president and CEO of the locally based firm. "We're clearly in the services business."

Bradford's evolution through the years and its milestone anniversary provided the impetus for the image change. The slowed economy provided the opportunity to shape Bradford's strategy for the recovery. "Everything we've done has been to get ready for 2010," says Sharon Friedberg, senior vice president.

Bradford's 2010 message is a strong yet simple reminder to clients, tenants and brokers that it has gained market share as a leasing and management force in the marketplace. A new logo, property signs and expanded marketing support are just part of the 2010 strategy to leverage its evolution and retire any vestiges of its early days as the services and development arm of a predecessor company.

"If the rebranding improves our deal flow, it improves our clients' deal flow," says Susan Singer, a managing partner who teamed with Santaularia and Friedberg to lead the rebranding initiative.



Kevin Santaularia (standing)
Sharon Friedberg (left)
Susan Singer (right)



Kevin Santaularia

Bradford is a recognized stable, reputable and conservative local company, always focused on strengthening relationships with clients and the brokerage community. That won't change. The change that's coming will raise awareness in the marketplace that Bradford not only has evolved, but is implementing changes in 2010 to better support its brokers, deal flow and portfolio assignments, targeting the office market as one of its future growth areas.

Bradford's 25 brokers average 500 transactions per year, exceeding five million square feet. Just this year, Bradford added four million square feet of office, industrial and retail assignments, taking its property management portfolio to 20 million square feet in Dallas/Fort Worth.

"Choosing a national firm has always been a safe choice," Friedberg says. "We want to be the logical choice. Leasing five million square feet annually in today's market should put us on everybody's radar screen."

Bradford has come through the recession without lay-offs or exits by professionals and has elected to retain its long-time field offices in Dallas' Northeast and Stemmons corridors, the Mid-Cities and Fort Worth. The company's decentralized approach, with localized expertise of senior professionals in its submarkets, "provide invaluable experience and market intelligence," Singer says.

"When we come out of this recession, we will have a clear direction and platform to take advantage of market opportunities," Santaularia adds. "The industry has passed through the eye of the hurricane in 2009 and 2010 will be challenging as we move through the correction. There's still a lot of damage to repair, but recovery is in sight."

Bradford Commercial Real Estate Services/CORFAC International is a full-service real estate company based in Dallas with an annual transactions volume exceeding five million square feet. The company manages and leases more than 20 million square feet, valued at \$300 million, in North Texas for its strategic partners.



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