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Letter From The San Diego Business Journal

Business happens in an office. Concepts and relationships may develop on the golf course or at a power lunch, but the contract is signed at a desk or on a conference table. Offices bring people together – even in this age of tele-commuting – to iron out differences, to meet potential partners, and discuss things that are better left unwritten.

Commercial Real Estate Brokers make offices happen. They make storefronts and warehouses happen, too. Without CRE professionals, San Diego would be a more difficult place to do business. And as you will read, San Diego has some of the best CRE professionals in the country.

With this first “Heavy Hitters” publication, we hope to offer you a glimpse into the high-pressure and high-return atmosphere of San Diego’s most successful brokers. In these pages you will meet San Diego’s elite deal makers in the commercial real estate business. These Heavy Hitters have successfully negotiated deals that range from expanded spaces for Qualcomm and General Atomics to senior living complexes in the Midwest to the controversial establishment of downtown’s Walmart.

As Bill Bacon, honored in our Tenant Office category states, “It’s partly objective, and partly intuitive.” Finessing these complicated agreements takes experience in a number of areas including financial, legal, land use, and even engineering. And to reach the level of these honored brokers, a keen eye for opportunity is required.

Commercial real estate has evolved in recent years from a small group of San Diego specialists to an industry with global companies and global players. According to Chris Pascale, tapped for top Heavy Hitter in the Landlord Office category, “Today everything happens more quickly, and it’s a lot more competitive and sophisticated.”

The information in this section was collected from San Diego’s prominent commercial real estate companies. The data was submitted by each organization and evaluated based on the combined value of local and national deals in 2012.

The San Diego Business Journal is proud to honor these top Heavy Hitters and we look forward to recognizing future San Diego leaders in the all-important commercial real estate business.

Methodology: The San Diego Business Journal accepted nominations for its first Heavy Hitters program this year. Nominees were ranked based on the combined value of their local and national deals in 2012, as submitted by their nominators. Only the top producers made the cut in the following categories: Building Sales, Industrial, Office/Tenant, Office/Landlord, Retail and Rookie of the Year.

Congratulations to our top producers of 2012

Jones Lang LaSalle recognizes these outstanding professionals for their focus on the success of their clients.

www.us.jll.com/sandiego

Randy C. Frisch
President and Publisher
The market for senior housing is a very specialized niche within the commercial real estate industry.

And two of the most successful brokers in this niche, David Rothschild and Mary Christian, work in the downtown San Diego office of CBRE.

Rothschild is executive vice president and leader, while Christian is senior vice president of the national senior housing services group, which is located in San Diego.

The two began working out of CBRE’s San Diego office when Rothschild moved here from Phoenix because of the climate, said Christian, and it was an easy move because he was not in competition with the brokers.

Christian, who was already working at UC San Diego, joined him because he wanted to grow the size of his team to increase the potential for more business.

They teamed with another partner who is based in the Boston office, along with two marketing specialists, plus a dedicated financial analyst.

Christian often serves as a spokesman for the group.

“We’ve been very fortunate,” she said. “We’ve done a lot of class A deals across the country versus the mom-and-pop under $10 million deals.”

Rothschild and Christian are veterans in a sub-market that has become increasingly competitive over the past several decades as REITs and other well-heeled institutional players have moved into the market.

She notes that REITs have become aggressive because they are now allowed to operate the units, as well as serve as owners.

It means they can be involved in increasing the income of the units to increase their value in future years.

Deciding not to participate in the inflated pricing trend was a big gamble for the two, but the say that it has paid off in establishing their credibility and integrity as the market shifts to bigger and bigger deals.

In the 1980s, there were just a handful of brokers in their niche, but the arrival of institutional players has attracted an increasing number of players, who resort to tactics that are not always above board, according to Christian.

To sign clients on the sell side, competing brokers will often pump up the price to get the listing, only to find that the final negotiated price is invariably less.

But Christian says sellers are catching on to the ploy.

“Potential clients would say they liked our proposals, but our valuations were coming in much lower,” said Christian. “But
our goal is to be a trusted advisor to the client, and we really take that to heart.”

“If the deal is not working out, we tell the client it’s not in their best interest, and you walk away,” she said. “Other companies will tell their teams, ‘If the deal is falling apart, your job is to put it back together.’ ”

Rothschild has 24 years of experience specializing in brokering senior housing and long-term care properties and has completed more than $4 billion in transactions over his quarter century career.

He got his start in Phoenix, when he decided he wanted to shift from selling bonds to selling properties as a profession.

Rothschild, who has been at CBRE since 1987, has an undergraduate degree in economics from Lawrence University in Appleton, Wisconsin, and later attended Arizona State University, where he earned an advanced degree in business administration.

Christian, who has been with CBRE since 1997, has a degree in psychology from Vanderbilt University in Tennessee, plus attended graduate school at Arizona State University.

The two met, and decided to work together, through Christian’s step-mother, who was one of the pioneers in commercial real estate in the Phoenix area in the ’60s, ’70s and ’80s.

“When I started 16 years ago, there were a handful of senior housing brokers across the country, probably numbering 10 or fewer,” said Christian. “There are five times that number competing for the same business.”

“Since all of the major brokerages have started up senior housing groups, we’ve experienced a lot of competition in the last five years, our market is very heated right now,” said Christian.

She said that a lot of brokers are chasing a few deals, a lack of inventory caused by the recession and a lack of new construction.

The fact that the Baby Boomer generation is heading toward retirement and will be seeking various forms of senior housing is pumping up the economic values of existing properties.

“Despite the downturn the fundamentals of senior housing have stayed strong,” she added, noting that the cycle does not follow the ups and downs of the overall business cycle.

She said that the pricing of recent deals is coming in about where they said it would, which has helped in their competition because the reality of the market reinforces their credibility.

“It’s where we valued it,” she said. “We’re not going to compromise our value and our trust, and we’re still sifting through all that, and assessing how things are going. We don’t want to ruin our reputation.”

“We know these guys are pricing deals 20 percent higher, and we understand that they need the deals (to survive),” she added. “They sometimes end up getting paid and we don’t.”
San Diego’s diverse economy ranges from defense contractors to pharmaceutical concerns, thus boasting an inventory of industrial buildings from low tech to high tech, and many classifications in between.

Mickey Morera, senior director for brokerage services, in the La Jolla-UTC offices of Cushman & Wakefield of San Diego Inc., knows that inventory very well.

Morera has ranked as one of the top industrial producers for the San Diego region for the past quarter century, having negotiated leases and sales representing 21 million square feet with a dollar value exceeding $2.2 billion.

In 2012 alone, he was directly involved in the leasing of 495,486 square feet of industrial space in the county.

Based on his success, Morera has earned Heavy Hitters honors for his outstanding work in the industrial category.

His recent transactions include the sale and leasing of more than 470,000 square feet of flex/office space, plus an 18.5-acre land sale to General Atomics Aeronautical Systems.

Morera specializes in the mid-county submarkets that include Poway, Sorrento Mesa, and Kearny Mesa, and knows all about R&D flex/office and industrial sales and leasing.

He also assists the South Bay team involving sales and leases in the Otay Mesa and East Chula Vista sub-markets.

“I do mostly landlord work, with some tenant representation thrown in,” he said.

Morera has a bachelor’s degree in business administration from the University of San Diego with an emphasis in real estate law.

He said his role as an industrial broker involves asking the right questions, and trying to uncover opportunities.

“You’re gambling with your time every single day,” he said. “The key to a high success rate is your time; you have to make sure you’re using your time wisely. You have to work hard to make sure you know what deals to pursue.”

He said, for example, he “got real lucky” with client HCP Health Care Properties Inc., which controls quite a bit of land in Poway.

“We just happened to be in the path of progress of General Atomics Aeronautical Systems, so we did three significant transactions with them in 2012,” he said, adding, “It put me over and above the competition.”

It’s all part of a day’s work for Morera.

“I do a lot of driving around looking at markets, and at buildings, looking at the opportunities in buildings and looking for opportunities in listings,” he said. “It’s a daily reconnaissance of various markets, getting out of the office and looking at the buildings – seeing the tenants with your own eyes.

“I look to see where I could relocate someone,” he said. “We do a lot of turnover search involving tenant expansions and lease expirations.”

In terms of sales, he knows about loan expirations on buildings, and keeps track of how those expirations will play into future sales of property.

He said direct experience points up the deficiencies of listings, which are not always accurate, such as state tenant improvements which turn out not to be improvements at all.

“We learn which landlords can transact,” he said, which is valuable information when representing tenants in search of new or added office space.

“You want to have listings with landlords who are in a position to complete a transaction,” Morera said.

The overall market for industrial buildings has changed dramatically since Morera entered the business a quarter century ago.

“In the old days if you were selling warehouse space, that’s all you sold,” he recalled. “Now warehouse deals are few and far between.” These days, the “gamut of user types” runs from warehouse to light manufacturing to life science facilities, though he was quick to note that anything “where you can drive a truck to is an industrial deal.”

“That’s the fun thing about San Diego,” said Morera. “It’s become a very diverse economy, and I find it interesting to see how all these different industry types thrive and how they grow.”
Veteran Retail Broker’s New Lease Deals Sometimes Turn Out to Be Big News

Most real estate leasing deals are struck behind the scenes and of little interest to the public. But sometimes those lease agreements include more than just the two parties signing on the dotted line.

Reg Kobzi was involved in such a deal in 2012.

Kobzi, senior vice president for retail in the Private Capital Group, for CBRE’s La Jolla-UTC office, earns top honors in the Heavy Hitter in the retail category, including Walmart’s controversial $7.8 million lease of the 46,000-square-foot Farmers Market building in downtown San Diego.

Walmart’s lease received a good bit of opposition from some elected officials at City Hall and organized labor, which added to the normal challenges of concluding a commercial real estate transaction.

“We had to clear many obstacles to complete that deal,” he said.

Beyond Walmart, Kobzi, who has been in the business since 1989, and had a direct role in leasing 334,770 square feet of property with a total dollar value of $82.67 million during the year.

Kobzi was involved in the $30 million redevelopment of Del Mar’s Flower Hill Promenade at the intersection of Interstate 5 and Via de la Valle that features the Whole Foods store that opened earlier this month, as well as the $60 million sale of the Balboa Mesa Shopping Center at Balboa and Genesee avenues in the fall of 2012.

“We leased the entire redevelopment,” said Kobzi.

And that’s not all.

He was involved in the sale of a 23-acre site adjacent to the Pacific Highlands Ranch shopping center near Carmel Valley that will serve as a neighborhood community center, and was involved in the rewrite of the lease for the 12-screen AMC Theatres in La Jolla Village Square.

“The movie house is now undergoing extensive renovations,” Kobzi said he attributes his success to his experience working in a very ‘tight’ market. San Diego has never had an oversupply of retail space, which makes finding and leasing space a very competitive venture for retailers large and small.

“When you’re in a smaller market, you get a positive reputation in town, based on your persistence as well as you performance,” he said.

One result of the tight market is that retailers here have had a better go of it in recessionary times.

“We’re better than the majority of markets in the country,” said Kobzi. “When the rest of the country was feeling the downturn, San Diego was a safe haven as well as an opportunity. We are one of the healthier markets in the country.”

“We have a limited supply of retail, and our development and entitlement process is so lengthy that we are never in a situation where we are overbuilt,” Kobzi explained, pointing to markets in Phoenix and Las Vegas, which often suffer from overconstruction in the retail sector.

“We’re bordered by Mexico, the Pacific Ocean, the mountains and Camp Pendleton,” he said. “It’s not forever and forever, we have a finite area, which makes us fortunate.”

That lack of raw space for redevelopment forces Kobzi to look at redevelopment plays, such as the Farmer’s Market project, a reuse and upgrade of an existing space.

“‘When the economy is bad, everyone flocks here for safety,” he explained. “And when it’s a good economy, then it’s tough to bridge the gap between the buyers and the sellers.’

Kobzi is a 1985 graduate of San Diego State University with an undergraduate degree in financial services. He got into the business after holding a position as an intern while in college.

“The good thing about the business is its unlimited potential,” said Kobzi. “It’s not a direct correlation between work and pay. It’s building relationships and working with great clients.”
Uptown District Shopping Center  
San Diego, CA  
Sales Price: $81,115,000  
Closed Date: 12/27/2012  
Agent: Alvin Mansour

The Terraces  
Escondido, CA  
Sales Price: $23,400,000  
Closed Date: 12/14/2012  
Agent: Raymond Choi

Pacific Village  
San Diego, CA  
Sales Price: $23,250,000  
Closed Date: 1/27/2012  
Agent: Chris Zorbas

Seventh Avenue & Broadway Block  
San Diego, CA  
Sales Price: $13,032,000  
Closed Date: 5/17/2012  
Agent: Ben Tashakorian

Burlington Coat Factory  
Santa Ana, CA  
Sales Price: $12,100,000  
Closed Date: 6/14/2012  
Agent: Mark Thiel

Chula Vista Medical Arts Portfolio  
Chula Vista, CA  
Sales Price: $10,500,000  
Closed Date: 12/31/2012  
Agents: John Smelter & Alvin Mansour

600-616 Prospect Street  
La Jolla, CA  
Sales Price: $8,950,000  
Closed Date: 1/8/2013  
Agents: Aaron Bove & Ben Tashakorian

Villa Norte  
La Jolla, CA  
Loan Amount: $7,200,000  
Closed Date: 10/17/2012  
Agents: Matt LoPiccolo & Ben Tashakorian

The Terraces  
Escondido, CA  
Sales Price: $23,400,000  
Closed Date: 12/14/2012  
Agent: Raymond Choi

600-616 Prospect Street  
La Jolla, CA  
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Villa Norte  
La Jolla, CA  
Loan Amount: $7,200,000  
Closed Date: 10/17/2012  
Agents: Matt LoPiccolo & Ben Tashakorian

CVS Pharmacy  
San Diego, CA  
Sales Price: $6,999,000  
Closed Date: 8/1/2012  
Agents: Sam Hanna & Alvin Mansour

1044-1052 Fern Avenue  
Imperial Beach, CA  
Loan Amount: $6,000,000  
Closed Date: 8/1/2012  
Agent: Chad O’Connor

Marcus & Millichap  
Real Estate Investment Services

John Vorsheck  
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Marcus & Millichap  
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San Diego, CA 92121

Phone: (858) 373-3100  
Fax: (858) 373-3110  
Email: john.vorsheck@marcusmillichap.com
Shoe Leather, Adhering to Daily Schedule Pays Off for Rookie of the Year

January 2009 was one of the worst times in recent memory to launch a career in commercial real estate, but Kevin Meissner did. He was undaunted by conditions roiling the market, or the lack of jobs.

Meissner, a 2006 graduate of the University of San Diego, interviewed 32 different managers and executives in different offices before he was offered that first position as a junior broker in the UTC office of Cassidy Turley.

Determined he was, and successful he has been.

San Diego native Meissner has been tapped as Heavy Hitters 2012 Rookie of the Year for his success on the tenant side of the business. His performance in a number of key revenue-generating areas made him a standout in the category.

Meissner’s accomplishments in 2012 included his involvement in 42 lease transactions representing 164,648 square feet of space, an achievement that did not include the sale of a 24,528-square-foot warehouse in Vista in a deal valued at $2.75 million.

The dollar totals ($35 million) are amazing considering the fact that he works on deals 2,000 square feet or less, so he has to focus on volume and not size.

He said the first two years were difficult, but he was determined and keenly focused.

“It was pretty tough getting into the business,” said Meissner, who played varsity soccer at USD, and then played professionally for teams in the U.S. and Mexico before hanging up his shoes in late 2008. “It was really hard for me to get hired.”

During his job search, he said he would meet with many people involved in the hiring decision, often three to four people at a time in a conference room.

He used connections from his father and former USD classmates for leads.

“I tried to connect the dots, and meet with as many people as I could at that time to get hired,” he said. Once hired, he quickly developed a game plan.

Meissner said he’s disciplined, and follows a schedule every day that includes scheduling and attending meetings, as well as showing up at events for networking.

He said he inherited his traits from his father, Tim Meissner, who’s active in the industry and owns Meissner Jacquet Investment Management Services in San Diego.

Meissner’s geographical focus is the central San Diego submarket north to Del Mar and east to Scripps Ranch and Poway; but in truth, he has clients all over the county.

The fact he handled most of his 42 deals in 2012 as an individual points up his poise and determination in a very competitive business.

“I was working on a team, but went alone for the last half of 2012,” Meissner said. One of his larger team-related transactions involved company client Qualcomm Inc. His Vista warehouse sale involved an existing client who decided to purchase.

“I am process oriented, and follow a road-map,” he said. “I know what my day will be, and what’s on my schedule. I leave plenty of time for business development.”

He said he also learned about intensity and focus from his years as a soccer player.

“I am disciplined, a workhorse who is organized,” Meissner said. “That’s what I attribute to being successful. I learned that from my dad, who is a very successful businessman, and very disciplined.”

He said he also learned from soccer that he’ll hit highs and lows, and to persevere no matter what.

“It’s stressful,” he said. “We’re 100 percent commission based, so you sometimes don’t know where your next paycheck is coming from. You only get paid when you close a deal.”

Meissner also received rookie of the year honors from his colleagues in his UTC office.

“To come through these difficult times and be successful is pretty awesome,” he added.
The market for commercial office space is like the dunes of the desert, which is ever shifting.

The mercurial nature of the landscape, especially for tenants in search of space, requires a special kind of due diligence, a broker who is intensely focused on getting the best deal at the right time for his clients.

Bill Bacon is that broker.

Bacon, executive vice president of Global Corporate Services in the La Jolla-UTC office of CBRE, who was involved in leasing 647,250 square feet of space in 2012, which represents a dollar value $116.75 million in new leases for the year.

He has earned Heavy Hitter recognition in the category of top office leasing broker on the tenant side for success during the 12-month period.

Bacon applied his 26-years of leasing acumen and experience to driving one of the top office deals in 2012, one involving his role as the broker representing the California State Department of Social Services, which leased 26,123 square feet of space at 15333 Avenue of Science in La Jolla.

The dollar value of the deal was set at $10.86 million.

Bacon says that one of the biggest challenges for a broker representing a tenant is that ever-changing two-dimensional geography of supply and demand, and how best to advise clients on strategies for signing new leases when fortunes can change quickly.

In the case of the state Social Services Department lease, he decided that the market for office space had stabilized, that no further declines were ahead.

It was a risk, but it paid off for his client who got the best deal at the time.

“An in-depth understanding of both supply and demand is necessary,” said Bacon. “It requires an in-depth understanding of the market conditions, confirming old as well as new information.”

The commercial real estate world has become far more sophisticated with the growing presence of institutional landlords instead of entrepreneurial landlords who dominated the business in the 1980s and 1990s, he said, which has changed how the landlord makes decisions about tenants leasing into their buildings.

“The institutional landlords are not concerned about debt, or refinancing the property,” added Bacon. “They are very concerned about investment returns, and credit quality.”

Given his success in 2012, Bacon has been able to ameliorate those concerns.
No Detail Too Small for Landlord Rep to Bring New Deals to a Successful Close

Chris Pascale - Office Landlord Representative

Any real estate deal is never a simple as signing a lease. A lot of labor goes into negotiating each and every transaction. Chris Pascale should know.

Pascale has been named a 2012 Heavy Hitter as one of the top brokers in the county representing landlords in office leasing. Pascale, senior vice president for brokerage industrial services at CBRE in the La Jolla-UTC office, represented the landlord in a lease involving 70,000 square feet in Scripps Ranch last year.

The tenant was Irvine-based financial services data research provider Core Logic. Overall Pascale was involved in lease deals covering 1 million square feet of space with a total dollar value set at $160 million.

He is a 1983 graduate of the University of San Diego where he earned a degree in business administration and has been a broker at CBRE since 1985. He noted that his Scripps Ranch deal was especially noteworthy given the conditions.

The market for Class A space in mid to smaller footprints remains soft, especially in the Scripps Ranch submarket. "We had to dig deep to understand the deal, especially the economics of the deal, so we were able to pull it together," said Pascale. "It, it came out pretty well."

He said he spent a lot of time trying to discern the needs of the parties in the deal, and to come up with a cost structure that satisfied both sides of the negotiating table. "They had an unusual parking requirement," he noted, of his Scripps Ranch lease. Core Logic wanted to get the most value out of the tenant improvement package offered by the landlord to use the dollars for other things, such as moving, cabling and new furniture.

"We just needed to pull up our sleeves, and work closely with the parties to get to this point," said Pascale. He said the process was greatly improved by the fact that the brokers on the tenant side of the deal were friends as well as experienced professionals. In addition, he noted that the tenant required more parking spaces than were available, which required reconfiguring the building’s parking to increase the number of spaces.

"We had to re-engineer the parking, and come up with a configuration," he said. "Parking has become a really big issue," said Pascale of lease deals today in the county. "Most corporate users are trying to reduce their overall real estate footprint to reduce costs and generate more revenue per employee. As a result, parking is suffering."

He said solutions could include the addition of valet parking or offsite with bus shuttles, or adding decks and new structures.

He said it all boils down to the costs involved, and what the tenant wants to pay. It all has to be hammered out during the lengthy negotiation process.

The 28-year veteran says the business has changed considerably in the last quarter century, when he had to go to the mobile phone and the Internet, and now the mobile Internet via the smart phone.

"There was no Internet when I started," he said, "no cell phone, and old fax machines. "Everything happens more quickly, and it’s a lot more competitive and sophisticated,” he added. “Wall Street is heavily involved in our business, whereas 25 years ago they weren’t involved at all.”

He observes that Wall Street financial institutions are involved in commercial real estate on the debt as well as equity side, with many of them owners of buildings as public and private REITs, or real estate investment trusts.

He said deals have come under much more scrutiny, especially during the downturn in the industry. He said the lenders are involved in the transactions, and that stricter guidelines and conditions have to be met – conditions that didn’t exist when more buildings were held by entrepreneurs and small investment groups.

“There is a lot more money and sophistication that didn’t exist before," said Pascale. "It’s changed the nature of the deal.”

CBRE

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<td>Top Deal</td>
<td>Diamond View Tower on behalf of WredeBob USA. The 12-story, Class A office tower is located outside Petco Park’s right field fence.</td>
<td>Biggest Gamble</td>
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<td>&quot;No gambles in 2012. It was a great year for our team in San Diego.&quot;</td>
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Each year we honor those among us who demonstrate outstanding dedication to this commitment. These individuals were honored for their contributions to the real estate industry in San Diego County in 2012. The Top Producers are recognized for their exceptional achievements and leadership in their field. The list includes individuals who have shown outstanding performance and commitment to excellence in their respective areas of expertise.

CBRE Congratulates the 2012 San Diego Region Top Professionals

At CBRE, we are committed to one thing: helping our clients use real estate to best support their business objectives. Each year we honor those among us who demonstrate outstanding dedication to this commitment. These individuals exceeded this goal in 2012.

Top Deal

1. David Rothschild
   Senior Housing Services
   Business Park Properties

2. Rob Merkin
   Corporate Tenant Representation
   San Diego Region

3. Steve Holland
   Industrial Services
   Business Park Properties

4. Louay Alsadek
   Capital Markets
   Business Park Properties

5. Rob Merkin
   Corporate Tenant Representation
   San Diego Region

CBRE San Diego is pleased to announce three new appointments.

1. Paul Komadina
   has been appointed as the new Managing Director for CBRE San Diego to spearhead key strategic initiatives on local and regional levels.

2. Chaneng Joe
   is returning to CBRE San Diego to join the organization.

3. Ryan Grantar
   has been recruited to focus on downtown sales and leasing assignments.

Biggest Gamble

The Top Deals and Biggest Gambles recognized in 2012 highlight the most significant and challenging transactions in the San Diego real estate market. These deals showcase the expertise and innovation of the professionals who maneuvered through complex circumstances to achieve outstanding results.

Top Deal

1. Sutter Bay
   North Health Plaza
   San Diego
   CBRE

2. San Diego
   Sprouts - Duluth, MN
   CBRE

3. Vista, California
   S&S Real Estate
   CBRE

CBRE is the #1 in Real Estate Services Worldwide.
continued from page 12 portfolios from failed banks, the FDIC, and other financial institutions. This has grown into a single point of contact position with Colony Capital and Société Générale to name a few and has resulted in the management, leasing up, and disposition of over 200 assets in 23 different states. All assets are being managed by local brokers and with local advisors Yousif acts as the intermediary between the two local professionals and the client. These new relationships, and old ones with Wells Fargo, US Bank and others resulted in a year where Yousif assisted with the sale of assets throughout the nation in 2012. He never is able to source over four assets a week across the nation to Johannesburg. Most assets are at an average value of $950,000.

Education
San Diego State University, Business Administration, Marketing

CHRISTOPHER ZORBA
Marcus & Millichap

Top Deal
Pacific Village-San Diego

Biggest Gamble
Taking on additional transactions and helping grow the business.

Education
San Diego State University

Additional Nominees
NICK FRASCO
Voit

BRANDON KEITH
Voit

MICHAEL MOSSMER
Voit

BRIAN MULVANEY
Voit

ROBERT VALLERA
Voit

Industrial Category Nominees
BRYCE ABERG
Cassidy Turley

Top Deal
Pacific World Lease

Biggest Gamble
Providing strategic advisory recommendations and services that ensured measurable and quantitative success for my clients in each transaction, despite challenging economic and real estate market conditions. This was achieved in both my largest lease and sale transactions in 2012.

Education
University of San Diego

BILL DOLAN
CBRE

Top Deal
Total Transportation Logistics leased at Carmel Mountain Distribution Center

Biggest Gamble
Staying committed to a long term business plan and not getting hung up on commissions when the market is compromised.

Education
San Diego State University, Bachelor of Arts, Economics

DON MICHIEL
CRESA

Top Deal
The Gomez Law Firm

Biggest Gamble
Our biggest gamble is probably maintaining an exclusive focus on life science transactions, despite our competitor’s various business models. Our competition is mainly a pool of generalists, and tenant rep office brokers who make their living doing whatever deal types, office/industrial/retail, that put food on their table. We, however, won’t budge. We maintain an exclusive focus to live and breathe lease transactions, doing the most lab deals in our space, and getting maximum leverage for our clients. We are loyal to our science firms and the way and to the industry to which we are closely marketed. We firmly believe that if you want to be the best at one thing, you don’t dabble. For that reason, I guess we’re gambling all of our time and efforts on representing life science companies and their transactions.

Education
University of Arizona, Bachelor of Science; Major: Business and Public Administration, with an emphasis in Finance and Real Estate

ROB GUNNESS
CBRE

Top Deal
West Pak, avocado industry

Biggest Gamble
Clamping large, finished industrial land deals and selling to investors.

Education
University of Arizona, Bachelor of Science; Major: Business and Public Administration, with an emphasis in Finance and Real Estate

Top Deal
Cushman Wakefield

Office Landlord Category Nominees
JEB BAKKE
Voit

Top Deal
National University lease in Rancho Bernardo

Education
University of Colorado-Boulder Business School; Bachelor of Science; Finance and Real Estate

MATT CARLSON
Cushman Wakefield

Top Deal
The Gonzalez Firm

Biggest Gamble
Our biggest gamble is probably maintaining an exclusive focus on life science transactions, despite our competitor’s various business models. Our competition is mainly a pool of generalists, and tenant rep office brokers who make their living doing whatever deal types, office/industrial/retail, that put food on their table. We, however, won’t budge. We maintain an exclusive focus to live and breathe lease transactions, doing the most lab deals in our space, and getting maximum leverage for our clients. We are loyal to our science firms and the way and to the industry to which we are closely marketed. We firmly believe that if you want to be the best at one thing, you don’t dabble. For that reason, I guess we’re gambling all of our time and efforts on representing life science companies and their transactions.

Education
Princeton University

BRENT JACOBS
Cushman Wakefield

Top Deal
Verarium

Biggest Gamble
The Veronica deal at the Nautilus project was a build-to-spec laboratory transaction. At the time we agreed to deal terms, the project was only a concept and some boards and renderings. Our client, Verarium, took a leap of faith that the developer, Alexandria Real Estate, would carry out a great project. In the end, they ended up in what is arguably the top project in Torrey Pines, and it recently won San Diego Business Journal’s Most Innovative Deal award. It was a highly complex and specialized and built-out and is now an overall incredible work environment for Verarium.

Education
University of California, Los Angeles, Bachelor of Arts; Major: Economics

ROB MERKIN
CBRE

Top Deal
Berranto Vista Industrial Park

Biggest Gamble
My biggest gamble was stepping outside of my comfort zone and helping create a 10-person team. Over the past 12 months we executed our top competitors and now have the largest retail team in San Diego.

Education
University of San Diego

Top Deal
San Diego State University, Bachelor of Science, Business Administration, Marketing

TONY RUSSELL
Voit

Top Deal
San Diego State University, Bachelor of Science; Economics

Top Deal
The City of Long Beach

Top Deal
East Container Lo­cation

Top Deal
University of Colo­rado, Bachelor of Science, Business Administration, Economics

BERNARDO
Cushman Wakefield

Top Deal
Latham & Watkins

Biggest Gamble
Our biggest gamble is to keep the 2012 teams into the fourth quarter of 2013 and beyond. It was a highly competitive market and the most desirable land parcels in San Diego County. Latham & Watkins purchased a freeway frontage land site, a never occupied, Class A laboratory building. This project is one of the most desirable land parcels in San Diego County and was leased to Qualcomm. The property was a part of a closed-end fund managed by Grosvenor Fund Managers based in Philadelphia. This deal brought the building to 100 percent leased for my client. It is a three story office building adjacent to Qualcomm’s headquarters in Sorrento Mesa.

Education
University of California, Los Angeles; Bachelor of Science; Finance and Real Estate

Education
University of California, Bachelor of Science, Business Administration, Marketing

Top Deal
San Diego State University, Bachelor of Science, Business Finance

ROB MERKIN
CBRE

Top Deal
Latham & Watkins

Biggest Gamble
Latham & Watkins signed a 15-year lease for the office space for a build-to-suit project that is currently under construction in Del Mar Heights. This lease was a continuation of a closed-end fund purchased by Latham & Watkins to consolidate its San Diego operations.

Education
University of California, Los Angeles; Bachelor of Science; Finance and Real Estate

Education
Arizona State University

TONY RUSSELL
Voit

Top Deal
Julia Morgan Building

Education
University of California, Los Angeles; Bachelor of Arts; Major: Economics

TY MOFFATT
Colliers

Top Deal
14001 Vista Del Oro

Biggest Gamble
I accepted a 17-month lease for office space for Qualcomm. The property was a part of a closed-end fund managed by Grosvenor Fund Managers based in Philadelphia. This deal brought the building to 100 percent leased for my client. It is a three story office building adjacent to Qualcomm’s headquarters in Sorrento Mesa.

Education
University of California, Los Angeles; Bachelor of Science; Finance and Real Estate

Top Deal
San Diego State University, Bachelor of Science; Geography with an Anthropology minor

Category
Industrial

Top Deal
San Diego State University, Bachelor of Science; Business Administration

Education
Arizona State University

JEB BAKKE
Voit

Top Deal
Latham & Watkins

Biggest Gamble
"Latham & Watkins purchased a office building with subterranean parking in its place. Latham & Watkins will consolidate its downtown San Diego and Del Mar Heights locations into this new LEOED Gold project upon completion in early 2014."

Education
Arizona State University

Education
University of California, Los Angeles; Bachelor of Arts; Major: Economics

JON BOLAND
Voit

Top Deal
The Alexco building

Biggest Gamble
Becoming the lead broker on all team properties/product, re-creating and balancing the team on each listing.

Education
San Diego State University, Bachelor of Science, Arts, Economics

Education
Arizona State University

CHAD URIE
Jones Lang LaSalle

Top Deal
405 Mile Cars

Education
University of Maryland

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Top Deal
Colliers
Broke a lease that included a flex building space for three years with an option to purchase in year three. After several months of negotiation, Colliers helped set the tone in the leasing market and agreed to purchase in year one.