On Tuesday, Feb. 26, the San Fernando Valley Business Journal hosted the 2013 Commercial Real Estate Awards. The event was held at the Hilton Universal City and was attended by more than 175 of the San Fernando Valley’s elite real estate professionals. The awards recognized the biggest, best and most notable commercial real estate projects and transactions of the past 18 months. The Business Journal honored the developers, general contractors and architects of 7 outstanding developments in the Valley. Additionally, the Business Journal paid tribute to the region’s top commercial brokers and unveiled the most impressive dealings of the year. The event was sponsored by CBRE.
Campbell Hall is an independent, coeducational K–12 day school. The triangular-shaped campus sits between the Ventura Freeway and the Tujunga Wash, a Los Angeles River tributary. On a site not much larger than the building’s footprint, the Campbell Hall team built a 33,400-square-foot Arts and Education Center (AEC) above a 2-story, 73,100-square-foot partly-subterranean parking garage. The AEC will enhance the school with customized classrooms for diverse arts; flexible classroom space to relieve overcrowding; and a new faculty resource center. The parking garage and a new traffic signal will improve traffic circulation on campus and neighboring streets. The AEC is LEED Gold certified. This project meets the following three key design intents: 1) AEC contributes to sustaining its larger urban and community context through use of green technologies; 2) The design is compact and provides increased density; and 3) It models how the built environment can promote both learning and sustainability.
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CBRE IS PROUD TO CONGRATULATE THOSE NOMINATED FOR THE SAN FERNANDO VALLEY BUSINESS JOURNAL’S 2013 COMMERCIAL REAL ESTATE AWARDS

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The Center for Math and Science accommodates classrooms and laboratories serving the math and science departments, which have been relocated to a new home at the LAMC East Campus. This new facility accommodates 12 state of the art labs, 18 classrooms, department offices, an auditorium, conference rooms and student support facilities. The new facility includes a variety of environment-friendly elements, constructions practices and materials that contributed achievement of LEED Platinum. These include onsite renewable energy from 197kw of Solar Photovoltaic (PV) panels which also shading the building, producing enough energy to power 40 homes; a PV canopy shades the landscaped courtyard, with seating and a cooling water feature; and the use of natural lighting throughout the facility. The facility also uses high efficiency light fixtures, waterless urinals and low-flow toilets, a high reflective white "Cool Roof" and an exterior fiber cement panel rainscreen system, among other green features. Plus, building materials used were made from recycled content and renewable resources.
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Because of the Conrad N. Hilton Foundation’s projected growth, its Board of Directors decided to build a permanent home on a 66.6-acre site in Agoura Hills. A four-phase building project was conceived in the master plan. The vision was to create a cutting-edge, environment-sensitive, energy-efficient campus, with the lowest possible impact on the surrounding geography and habitat. The first building on the campus was completed in October of last year. The office building includes offices, a reception area, meeting rooms, and a convenience kitchen with casual seating, and was designed to set a regional precedent for environmental stewardship. As the product of sustainability-driven design process, the building is a minimalist, architectural ensemble, and a warm and comfortable environment. The building has a sense of textural richness, and the architecture also expresses the integrated systems that work passively to make the building function as an uplifting, sustainable place to work.

Conrad N. Hilton Foundation Headquarters
30440 Agoura Rd.
Agoura Hills

Size: 22,240 sq. ft.
Developer: Conrad N. Hilton Foundation
General Contractor: MATT Construction
Architect: ZGF Architects LLP

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The Culinary Arts Institute houses three LAMC program components: Culinary Arts Program/campus dining facilities, the Bookstore, and general classrooms and faculty offices. This project provides a state-of-the-art facility for the teaching of culinary arts along with a fully operational kitchen to serve the dining needs of the campus community as well as college events. The bookstore/merchandizing facility greatly expands the retail operations for the campus community. Although there is a common lobby space, each component is accessed and operated independently. The project distributes the program functions over three levels as a reaction to its compact site. This physical characteristic is used as an opportunity to not only improving operational efficiencies but also preserving open space. The height impact of the third level is minimized by taking advantage of a natural change of grade across the site which allows the creation of a semi-enclosed basement level containing modular teaching/demonstration kitchens for the culinary arts program, storage rooms and a delivery receiving area.
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This new $8 million educational facility at Moorpark College serves, along with students, professors and administrators, some unusual clients: llamas, elephants, two New Guinea Singing Dogs, giant parrots, a red-shouldered hawk and one well-behaved Bengal tiger. It is the first permanent home for the Exotic Animal Training and Management Program (EATM), also known as “America’s Teaching Zoo,” one of only two hands-on programs in the U.S. that teaches students to train and manage wildlife. The two-story zoomorphic EATM building, which steps down a challenging steep hillside on the Campus and affords expansive views of the Simi Valley, includes classrooms, a veterinarian laboratory, a 150-seat auditorium, faculty offices, meeting spaces and box office. The steel-frame building’s prominent feature is two large tilted roofs suggesting a bird taking flight, their generous “wingspan” overhangs providing shade in the hot, dry climate. Sturdy, low-cost and low-maintenance materials have been utilized including metal fascia, burnished concrete block, resin-impregnated wood panels and generous expanses of glass.
Congratulations to the LAMC family!
Monte E. Perez, PhD
President

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Panavision
6101 Variel Ave.
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Size: 145,000 sq. ft.
Construction Manager: EEI Project Management
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No one can whistle a symphony. It takes a whole orchestra to play it.
- H.E. Luccock

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Number of Sales: 36 | Total Sales Value: $94,746,238

CRAIG PETERS
Executive Vice President CBRE

How would you describe yourself in three words?
Dedicated, determined and disciplined.

What is your outlook on the market for the next 12 months?
Optimistic. Our demand level from occupiers is strong, supply is low, capital is plentiful, and several of our primary industry clusters are growing.

How has the level of service our clients expect changes over the years?
Clients demand more and deserve a higher level of service, better information and clear communication. Accordingly, we are constantly talking to our clients about activity, market conditions and forecasting.

How has the level of competition changed the way you do business?
While we strive to improve every day, so does our competition. We push each other to get better and provide a higher level of service to our clients.

What is the biggest mistake that you feel that most Real Estate Brokers make?
The successful brokers don’t make many mistakes. They work hard and work smart. For those that are lazy, poor communicators or don’t follow up, they aren’t in the business for very long.

What is the most exciting and least exciting part of the job?
Most exciting is getting ink on a complex deal. Least exciting is all the paperwork that goes along with every deal.

What has been your biggest professional breakthrough in your career?
Getting hired by Coldwell Banker Commercial in 1985 and getting into their training program.

Complete the sentence: In my spare time, I ...
Between being Chairman of the Board of a hospital, coaching baseball and raising a 15 year old son, I don’t have spare time. If I did, I’d probably spend it on a beach in Costa Rica.

BENNETT ROBINSON
Executive Vice President CBRE

How would you describe yourself in three words?
Honest, loyal and persistent.

What is your outlook on the market for the next 12 months?
I am cautiously optimistic.

How has the level of service our clients expect changes over the years?
As clients have become more sophisticated and more information is available via the internet, it has become progressively more difficult to prove our value as brokers. Thus, we must constantly re-invent ourselves as the bar is raised.

How has the level of competition changed the way you do business?
The level of competition continually improves and I am constantly raising my personal bar.

What is the biggest mistake that you feel that most Real Estate Brokers make?
Not truly listening to their clients is their biggest mistake.

What is the most exciting and least exciting part of the job?
The most exciting part is problem solving. The least exciting part is driving through Los Angeles traffic.

What has been your biggest professional breakthrough in your career?
My biggest breakthrough in the industry was aligning myself with the top company in the industry when I began my career in commercial real estate.

Complete the sentence: In my spare time, I ...
Spend it with my family.

DOUG SONDEREGGER
Executive Vice President CBRE

How would you describe yourself in three words?
Optimistic, experienced and dedicated.

What is your outlook on the market for the next 12 months?
We will see continued improvement in market fundamentals such as increasing user activity and declining vacancy rates, upward pressure on rents and increasing demand for new products.

How has the level of service our clients expect changes over the years?
Client expectations continue to grow and we work very hard to exceed them. They expect more information and expert interpretation, faster responses, a broader technical understanding of all aspects of our business.

How has the level of competition changed the way you do business?
It has always been a highly competitive business. We are continually striving to improve our service which often forces the competition to change as well.

What is the biggest mistake that you feel that most Real Estate Brokers make?
The biggest mistake is when they don’t listen closely to their clients’ needs.

What is the most exciting and least exciting part of the job?

What has been your biggest professional breakthrough in your career?
Embracing the team concept has been my biggest breakthrough in my career.

Complete the sentence: In my spare time, I ...
Spend it giving back, staying healthy and seeing the world.
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OPENING DOORS OTHERS CAN’T.
Brokers of the Year

TOTAL ANNUAL LEASE RESULTS BY SQUARE FOOTAGE:
843,084 Sq. Ft.

VITAL STATISTICS: 38 Transactions

John R. DeGrinis
Senior Executive
Vice President
Colliers International

How would you describe yourself in three words?
Determined, energetic and diverse.

What is your outlook on the market for the next 12 months?
Continued steady activity as companies navigate the fragile economy (i.e., taxes, fuel, Fed).

How has the level of service our clients expect changes over the years?
Speed, in every way: information, analysis, delivery, etc. Plus, we must be available all the time.

How has the level of competition changed the way you do business?
Technology has played a role, but there is no substitute for hard work and general salesmanship.

What is the biggest mistake that you feel that most Real Estate Brokers make?
Believing a good year is indicative of the next and you can never stop doing what made you successful.

What is the most exciting and least exciting part of the job?
Most exciting: thrill of finding THE new opportunity to help a client. Least exciting: the uncertainty we live with.

What has been your biggest professional breakthrough in your career?
The creation of a team that enjoys working with one another.

Complete the sentence: In my spare time, I...
So many choices: hockey, skiing, biking, shooting, racing.

Patrick DuRoss
Associate
Vice President
Colliers International

How would you describe yourself in three words?
Ambitious, honest and analytical.

What is your outlook on the market for the next 12 months?
Steadily improving, with a lot of opportunity.

How has the level of service our clients expect changes over the years?
Colliers has made “service excellence” its mantra because at the end of the day, that’s what every client is looking for. The level of service clients expect today from us is far greater than what it was just 5 years ago.

How has the level of competition changed the way you do business?
We are utilizing the resources of our company and other specialists more often. There’s more collaboration within our company today.

What is the biggest mistake that you feel that most Real Estate Brokers make?
Probably not asking enough questions.

What is the most exciting and least exciting part of the job?
Most exciting is when you come up with a solution for a client that they didn’t expect you to come up with. Least exciting is the uncertainty of this business, which can be exciting as well.

What has been your biggest professional breakthrough in your career?
I wouldn’t point to one deal or one moment, but putting together several significant transactions early in my career gave me the confidence and experience early on.

Complete the sentence: In my spare time, I...
Am with my growing family or doing something sports related.

Jeff Abraham
Senior Associate
Colliers International

How would you describe yourself in three words?
Passionate, thankful and driven.

What is your outlook on the market for the next 12 months?
I see activity and values remaining steady for the most part, but in this bifurcated market there will be transactions 15% over market and 15% below market.

How has the level of competition changed the way you do business?
Everyone had to up their game during the recession. Knowing that my competitors are out there drives me to make that extra call.

What is the biggest mistake that you feel that most Real Estate Brokers make?
Not making enough calls.

What is the most exciting and least exciting part of the job?
Most exciting: digging up an opportunity with a cold call. Least exciting: the day-to-day grind … although it builds mental toughness in time.

What has been your biggest professional breakthrough in your career?
Digging up the buyer of a 210,000 sq. ft. property in 2010, my rookie year.

Complete the sentence: In my spare time, I...
Spend time with my wife and baby girl, play sports, and watch my Michigan State Spartans!
How would you describe yourself in three words? Optimistic, honest and visionary.

What is your outlook on the market for the next 12 months? I expect the next 12 months to be challenging for our markets and for California. Our government officials haven’t done much to incentivize companies to stay here. Our ranking among the favored places to do business has fallen and we’re putting a higher tax burden on our middle class. But I am cautiously optimistic because we still have a great climate and access to a talented labor pool, an entrepreneurial drive that allows us to reinvent old businesses and create new ones, and the economy is improving.

How has the level of service our clients expect changed over the years? Real estate hasn’t changed much but the changes in technology have impacted our business. Everything is faster and our clients want everything in real time now. Of course, we can also accommodate them now. Other than that, clients still want to feel they’re getting good representation and good value.

How has the level of competition changed the way you do business? In a lot of ways, we have less competition. Consolidations and mergers at some of the major brokerage firms have shifted their focus to business districts and major corporate clients and driven a need to sell a whole menu of services. As an independent company, we are under no pressure to sell a package of services to amortize our operating costs. We can work with clients of all sizes and needs, whether it’s a single requirement or a portfolio.

What is the biggest mistake that you feel that most Real Estate Brokers make? Some brokers are one deal wonders. They work for months to consummate a transaction and then they think they can wait four and a half years before they call the tenant again. This is a relationship business, and I keep in close touch with all my clients regularly. Their real estate decisions are a key component of their business, and as their real estate broker, I need to be there for them.

What is the most exciting and least exciting part of the job? What’s most energizing is to be able to take a company out of a garage and see it grow into a major business. Real estate is part of the fuel that helps a business grow, and that’s a very fulfilling aspect of the job. What’s disheartening is to work with a client and consummate a great transaction and they don’t appreciate it.

What has been your biggest professional breakthrough in your career? Being appointed to the Calabasas Planning Commission in 1994 really opened my eyes to the difficulties and complexities of development. I served on the Planning Commission for eight years, and I co-authored the city’s general plan. That really gave me an education that I never would have had from brokerage alone.

Complete the sentence: In my spare time, I … I’ve got three kids, Garrett, 16; Katlyn, 14, and Timmy, 10, and my fiancé Jaime has two kids, Evan, 11, and Ava, 7, so our blended family takes most of my spare time.
How would you describe yourself in three words? Trustworthy, dedicated and informed.

What is your outlook on the market for the next 12 months? I have a positive outlook for the 2013.

How has the level of service our clients expect changes over the years? Our clients expect more and at a faster pace. We have to constantly adapt and meet their expectations.

How has the level of competition changed the way you do business? We successfully complete more transactions by having good relationships with our competition. We understand that these relationships are worth more than burning bridges over one deal.

What is the biggest mistake that you feel that most Real Estate Brokers make? I feel the biggest mistake is not following up with clients enough.

What is the most exciting and least exciting part of the job? Most exciting: finding successful solutions. Least exciting: post-deal paperwork.

What has been your biggest professional breakthrough in your career? Learning to ask better questions has been my breakthrough.

Complete the sentence: In my spare time, I … Dream about having spare time.

How would you describe yourself in three words? Committed, hardworking and easy-going.

What is your outlook on the market for the next 12 months? The market has stabilized and we expect a spike in lease and sale values.

How has the level of service our clients expect changes over the years? Clients expect more sophistication and have needs for increased reporting and data.

How has the level of competition changed the way you do business? It is very competitive and you need to stay focused and professional at all times.

What is the biggest mistake that you feel that most Real Estate Brokers make? I feel the biggest mistake is not following up with clients enough.

What is the most exciting and least exciting part of the job? The most exciting part is when we have almost closed a successful transaction. The least exciting part is getting through the enormous amount of detail and emails that tend to pile up.

What has been your biggest professional breakthrough in your career? My biggest professional breakthrough was finding my ability keep a steady approach while not getting too high or too low.

Complete the sentence: In my spare time, I … Spend time with family and friends.

How would you describe yourself in three words? Hardworking, dedicated and honest.

What is your outlook on the market for the next 12 months? I foresee stable activity with values gradually rising. The lack of inventory will affect pricing and demand.

How has the level of service our clients expect changes over the years? Clients expect more than the traditional broker identifying or disposing of property. They expect tailored advice and solutions to fit their needs and plans.

What is the biggest mistake that you feel that most Real Estate Brokers make? Placing the brokers needs and desires before the client’s.

What is the most exciting and least exciting part of the job? The most exciting: new relationships and working with so many different types of companies. Least exciting: dealing with Los Angeles traffic and gas prices.

What has been your biggest professional breakthrough in your career? Realizing that this business is a way of life and not just a job. It can be fun with great challenges and great rewards.

Complete the sentence: In my spare time, I … Enjoy spending time with my one-year-old son, playing golf, and taking weekend excursions to Palm Desert.
COMMERCIAL REAL ESTATE AWARDS 2013

Brokers of the Year

TOTAL ANNUAL SALES RESULTS BY DEAL VALUE
continued

How would you describe yourself in three words?
Only three words?

What is your outlook on the market for the next 12 months?
Positive. Very low vacancy and availability rates. Buildings that have languished on the market for a while are finally moving. Activity is up, prices have leveled off and lease rates have begun to creep up in some instances.

How has the level of service our clients expect changes over the years?
Clients have an expectation for an immediate response. It is a balancing act to temper the need to cater to this with the responsibility to be accurate and precise.

How has the level of competition changed the way you do business?
It has pushed us to constantly strategize, reinvent and improve – which ultimately benefits the client.

What is the biggest mistake that you feel that most Real Estate Brokers make?
To not be more careful with their money.

What is the most exciting and least exciting part of the job?
The most exciting is finding great opportunities for our clients to buy. The least exciting part of the job is dealing with unmotivated sellers.

What has been your biggest professional breakthrough in your career?
Dropbox and Evernote!

Complete the sentence: In my spare time, I...
Love to travel, compete in spring triathlons, and spend time with my family.

LARGEST SINGLE SALE BY DEAL VALUE:
$73,905,000
TYPE: Multi-Family

How would you describe yourself in three words?
Entrepreneurial, enthusiastic and pragmatic.

What is your outlook on the market for the next 12 months?
Barring some “black swan” event and provided interest rates hold, we should have another year of moderate income growth in apartments for 2013.

How has the level of service our clients expect changes over the years?
Every year we look to improve our client service. For us this means better quality work product, a more streamlined listing and transaction management process, and more access to opportunities.

How has the level of competition changed the way you do business?
Absolutely! We compete with the best in the business. Everyone works hard to gain an edge which ultimately forces us all to get better.

What is the biggest mistake that you feel that most Real Estate Brokers make?
It seems like we all could be better communicators. That might seem ironic given that brokers do a lot of talking for a living, but we are definitely putting an even stronger emphasis on the follow up and written communication.

What is the most exciting and least exciting part of the job?
The most exciting is finding great opportunities for our clients to buy. The least exciting part of the job is dealing with unmotivated sellers.

What has been your biggest professional breakthrough in your career?
Dropbox and Evernote!

Complete the sentence: In my spare time, I...
Love to travel, compete in spring triathlons, and spend time with my family.
COMMERCIAL REAL ESTATE AWARDS 2013

Brokers of the Year

LARGEST SINGLE LEASE BY DEAL VALUE: $25,529,852

TYPE: Office

How would you describe yourself in three words? Honest, thoughtful and reliable.

What is your outlook on the market for the next 12 months? I foresee slow, but steady improvement in the next 12 months.

How has the level of service our clients expect changes over the years? My clients expect quick responses that are accurate and relevant. Business continues to happen faster and faster every day.

How has the level of competition changed the way you do business? I don’t feel that the level of competition has significantly changed over the years; our industry has always been filled with very capable brokers. What has changed is the way we all work. Markets may be improving, flat, or declining but the good brokers are able to provide the appropriate advice to their clients no matter the situation.

What is the biggest mistake that you feel that most Real Estate Brokers make? Acting before thinking is the biggest mistake that brokers make.

What is the most exciting and least exciting part of the job? Most exciting: winning new business. Least exciting: administrative items related to running my team.

What has been your biggest professional breakthrough in your career? Hiring Troy Pollet into the business and building a team together has been my biggest professional breakthrough. I’m still waiting for my career breakthrough.

Complete the sentence: In my spare time, I …
Spending time with my family. I also enjoy golfing and skiing.
COMMERCIAL REAL ESTATE AWARDS 2013

At the Event

Honorees accept their awards.

More than 175 of the San Fernando Valley’s elite real estate professionals networked at the event, held at the Hilton Universal City.