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Greater Denver

CBRE pioneers tenant rep tack

by Jill Jamieson-Nichols

CB Richard Ellis is taking tenant representation to a new level nationally, starting in Denver, according to Sam DePizzol, managing director of brokerage services.

"This is something new to Denver. Ours was the first large group to leave an exclusively tenant representation firm and join CBRE nationally," he said.

DePizzol is part of a tenant rep team that left The Staubach Co. at the end of last year to do office tenant representation in the Denver metro area for CBRE. What's different is that the group provides services offered by only a handful of firms in Denver, and it has access to information and a national platform others do not, DePizzol said.



Sam DePizzol

The new platform follows unsuccessful attempts by CB Richard Ellis, which has been in an expansion mode, to buy a national tenant rep firm. Instead, it's recruiting top teams within its various markets and bringing them in-house.

What was appealing to DePizzol was being able to focus exclusively on tenant representation at a firm that, he said, also is the leader in downtown investment sales. That, coupled with information provided by CBRE's listing team



Don Fitzmartin

of tenants in the market, allows clients to understand more thoroughly true activity in the market and their current owners' long-term plans for sale/disposition of the asset, DePizzol said.

"That's all relevant information that tenant rep firms don't have access to, but we do. It's taking the best of both worlds and evolving them into a new class of tenant rep services, which really has not been done in this city effectively," DePizzol said.

With 32 percent market share nationally, "That gives us a huge platform to handle national accounts and global accounts from a single source," commented Don Fitzmartin, formerly of Staubach. A leading construction manager charged with stretching clients' improvement dollars and getting them in their spaces on time, Fitzmartin plans to grow his part of the new division by eight to 10 managers over the next three to five years.

The number of brokers already has grown, and will continue to grow, with Trent Rice, formerly of Frederick Ross Co., and former Jones Lang LaSalle broker Brad Rettig joining DePizzol and Brian Wells, formerly of Staubach.▲