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Across all property types and service groups, TCN Worldwide's 1,200+ brokers and salespeople have a well-earned reputation for independent thinking and cooperative problem solving in more than 200 markets worldwide.

TCN Worldwide Recognized as One of the Industry's Top Brands

We are proud to announce that earlier this quarter TCN Worldwide was named one of the most recognizable brands within commercial real estate by The Lipsey Company, a third party consulting firm specializing in the commercial real estate industry. Lipsey's prestigious annual Top 25 Commercial Real Estate Brands Survey ranks companies and organizations across all sectors of the commercial real estate industry, including Brokerage, REITs, Service Companies, Institutions, etc.

TCN Worldwide has consistently ranked as one of the top brands in the CRE industry on Lipsey's annual Top

25 Commercial Real Estate Brands Survey since 2003. The organization has experienced considerable momentum in recent years, climbing ten places in just three years. This year TCN Worldwide maintains that momentum, moving to number eleven.

It is an honor to be recognized as one of the industry's top brands in this year's Top Commercial Real Estate Brands Survey. As an industry leader, Lipsey's ranking reaffirms TCN Worldwide's position as one of the most recognizable and a top brand within the industry. We congratulate each of our members. Representing over 200 markets worldwide, our

member firms have collectively made TCN Worldwide a global leader in the marketplace.

TCN Worldwide has had the great honor of welcoming four new member firms to its membership roster thus far this year, returning member, York Properties in Raleigh; Aperon Realty Solutions with offices in New Delhi and Kolkata, India; Vernick & Associates in Chicago; and most recently CORE Realty Partners in Scottsdale, AZ. We look forward to their contribution and collaboration as we continue to grow as an organization.

— Ross Ford, President/CEO
TCN Worldwide

Top 10 TCN Member Deals

1. \$354M Office Lease; 367,585 SF - Audrey Novoa & Roxana Girand with Murray Hill Properties represented the landlord, NYU Langone Medical Center
2. \$22.5M Office Sale; 307,000 SF - Ford Price of Price Edwards & Company represented the buyer, Continental Resources
3. \$16.1M Office Lease; 33,650 SF - Jesse Rubens, Esther Zar, & Bret Varricchio with Murray Hill Properties represented the landlord, Outerstuff, Ltd.
4. \$13M Land Sale; 576 Acres - Tom Myers with Unique Properties represented the Hall Family as the seller
5. \$9.1M Multi-Family Sale; 182 Units - Kirk Ward with Norris & Stevens, Inc. represented the seller, Thunderbird Village Partnerships, in the sale of the Thunderbird Village Apartments
6. \$8.9M Office Sale; 126,170 SF - Tom McDowell & Steve Mack of Norris & Stevens, Inc. represented the seller, First Independent Bank
7. \$5.5M Land Sale; 35.38 Acres - Gene Cowell with York Properties represented the seller, Tom Hendrickson
8. \$5.1M Multi-Family Sale; 60,482 SF - Kevin Higgins, Ryan Floyd & Adam Riddle with Unique Properties represented the buyer, Redpeak Properties LLC, in the purchase of this 66 unit apartment complex
9. \$4.6M Office Lease; 17,359 SF - Ben Azulay, Andrew DeMoss & Jeff Bernstein of Bradford Allen Realty represented the landlord, BPG Properties
10. \$4.2M Office Lease; 45,256 SF - John Grace at CASE Commercial Real Estate represented the tenant, Frac Tech



For more information
regarding TCN Worldwide or
our member firms please visit,
www.tcnworldwide.com



How to Succeed in Networking

The word "networking" in sales today has many meanings. We all know it's an important component to becoming a successful salesperson and securing new business. However, not every successful salesperson actually participates in real networking and few are very good at it.

Networking, in a broad sense, means connecting with as many people as possible to make them aware of your existence. The goal then, as a salesperson, is to

encourage these new contacts to learn about your business and work with you in the future. True networking is far more involved than that. To be successful in securing business from networking is like making any sales call; you have to have a good lead-in approach and you have to be prepared to work that lead until something develops.

Here are a few points to keep in mind to be successful in networking:

- 1) Networking requires a plan. Just attending an event is not going to lead to maximum success.
- 2) Networking requires a commitment to continue to get involved. Attending a party and saying 'hi' is not networking. Networking involves participating and growing within that network or organization.
- 3) Network in things that truly

interest you. Learn about the networking opportunity before you attend. If you decide you want to attend a gaming-networking event and you have no clue what gaming is all about you are wasting your time. If you have a genuine interest in gaming and can talk about it then you can introduce your services over time. Also, don't try to pretend you know more than you do.

- 4) Don't get involved in too many networking opportunities; develop one or two and grow within those networks. It is easy to get sidetracked because there are so many networking possibilities but there are only so many hours in the day. Stay focused!
- 5) Follow up regularly with your network. Add them to LinkedIn, Facebook, etc. Treat each contact like a sales call. Stay in touch!
- 6) If you tell someone you are going to do something, do it. If I met you at a networking event and I offer to get together for

lunch then call the next day and set that lunch up. Don't be casual; be committed!

In my 35+ years in sales, I found that the best networking opportunities I developed happened when I was in charge, in some capacity, of that networking group. I have participated in many boards, volunteered many times to set up events, been a guest speaker and have done more than my share of "grunt work". Each time I have risen within an organization, I have gotten business. More importantly, because I was interested in what I was participating in, I benefited first and foremost by the gratification that I was helping and giving back. Making a sale was secondary yet equally rewarding.

– Hans Hansson, Starboard Commercial/TCNWorldwide