

Exclusive

TRI Plants Seeds for Cultural Shift to Middle Market

The firm's goal is to provide more than what is expected of a typical broker by offering a full suite of services with a sophisticated platform and regional expertise, says Del Beccaro in this **EXCLUSIVE**.

By **Lisa Brown** | January 31, 2019 at 04:00 AM



WALNUT CREEK, CA—In the two short months since Edward Del Beccaro joined TRI Commercial/CORFAC International as executive vice president and East Bay regional manager, he has hired 13 people, is actively recruiting more brokers, moving to larger creative space in Walnut Creek, initiating an expansion of the existing platform in Oakland and adding new commercial real estate services. More than anything though, Del Beccaro is influencing the way TRI Commercial thinks about how

it approaches the Bay Area market, GlobeSt.com learns in this exclusive.

The firm is developing strategies to capture that “holy grail” of brokerage services—a bigger slice of middle market businesses not in the Fortune 500 that are largely served by the big five publicly traded commercial brokerage firms. TRI Commercial plans to do this by offering the same sophisticated commercial real estate services that Fortune 500 companies demand and expect—yet target Fortune 5000 companies.

“We’ve already started the process of transforming TRI Commercial into a stronger competitive regional firm with the addition of the Walnut Creek team,” said Charles Wall, chairman of TRI Commercial. Tom Martindale, president of TRI Commercial, who oversees the operations for more than 100 brokers and staff, noted a big advantage for the independently owned Northern California commercial real estate firm.

“There are deep local roots across all the offices from San Francisco to Oakland, Walnut Creek, Sacramento, Roseville and Rocklin. That is an opportunity because this swath of Northern California which includes Silicon Valley has become one big interconnected market,” Martindale says. “More important than the physical footprint of our operations, however, is the caliber and extraordinary skill sets of our agents in all the markets we cover. Few of our closed transactions involve cookie-cutter deals. They are mostly client-centric, creative solutions. Ed is bringing new energy, a competitiveness and a complementary approach to what we have been doing for 42 years as a company.”

For example, TRI Commercial broker and senior vice president Bill Karr of the Walnut Creek office is the real estate consultant to Goodwill Industries of San Francisco, San Mateo and Marin County Inc. on real estate matters, including leasing space, selecting brokers, buying buildings and performing lease administration services, among other duties.

“The need has come full circle to best serve the clients we are doing business with,” Del Beccaro tells GlobeSt.com. “We can offer comprehensive real estate expertise, knowledge of the local market and its evolving dynamics along with advisory brokerage services. Companies that are now facing increased employee costs as a result of rapidly rising home values resulting in hour and a half commutes are now examining where they do business, all of which impacts commercial real estate needs. So that is how we will approach it moving forward.”

Del Beccaro’s first priority is to grow the East Bay offices of TRI Commercial, and he has already begun that process by bringing on accomplished brokers with expertise to provide ahead of the curve trends, including John Sechser, managing director of retail, and Sonny O’Drobinak, managing director with healthcare real estate services, as well as others who are focused on industrial and office real estate. The firm already has a strong platform of healthcare, industrial and investment services in its Sacramento brokerage operation led by Ed Benoit, principal and managing director. In addition, TRI Commercial is closely watching the convergence of retail and industrial industries driven by e-commerce as those two product types become more aligned.

TRI Commercial is also adding to its property management services and a construction management practice for office tenant improvements. The firm already has a property management presence, with approximately 4.5 million square feet under management, mostly in Sacramento.

Once those pieces and people are in place, Del Beccaro intends to strengthen its regional presence with assistance from some of the company’s new staff, including managing director of corporate marketing and research, Dina Simoni-Gouveia.

“Our goal is to provide more than what is expected of a typical broker. We have an opportunity to offer a full suite of services with a sophisticated platform and regional expertise to win the confidence of the client, and ultimately help them accomplish their business plans,” Del Beccaro said.

Lisa Brown

Lisa Brown is an editor for the south and west regions of GlobeSt.com. She has 25-plus years of real estate experience, with a regional PR role at Grubb & Ellis and a national communications position at MMI. Brown also spent 10 years as executive director at NAIOP San Francisco Bay Area chapter, where she led the organization to achieving its first national award honors and recognition on Capitol Hill. She has written extensively on commercial real estate topics and edited numerous pieces on the subject.

