

Features

## TRI Seizes on Opportunity to Nab CRE Vet

Del Beccaro says the middle market is a battleground for high-touch brokerage and management services, which puts a regional firm such as TRI Commercial in a good position to win a lot of that business.

By **Lisa Brown** | November 20, 2018 at 04:07 AM



Ed Del Beccaro is now TRI's executive vice president and East Bay regional manager.

WALNUT CREEK, CA—A name known by many in the East Bay and entire Bay Area commercial real estate industry is Ed Del Beccaro. This industry veteran has been a fixture in many a transaction in the past 40-plus years.

In his latest move, the former East Bay and Silicon Valley senior managing director of Transwestern has been recruited by TRI Commercial/CORFAC International. Charles Wall, TRI Commercial chairman of the board, made the initial call to recruit Del Beccaro due to the pair's longstanding relationship.

"We sensed an opportunity to bring on one of the East Bay's top real estate executives and producers and seized it," Wall tells GlobeSt.com.

Effective immediately, Del Beccaro becomes TRI's executive vice president and East Bay regional manager based in Walnut Creek, according to TRI president Tom Martindale. Del Beccaro has nearly 40 years of real estate experience in the Bay Area, including founding a development company and launching the offices of Colliers Parrish International in Walnut Creek and Stockton (now Colliers International), where he was instrumental in the growth and development of transaction and property management services. He took over the East Bay and Silicon Valley management role for Transwestern in February 2015.

Del Beccaro points to technology's and public companies' influence on commercial real estate as the impetus for his move, albeit in a roundabout way.

"The commercial real estate brokerage model is being disrupted by a combination of technology, such as automation, auctions and blockchain, and the top five or six firms answering to Wall Street as public companies," Del Beccaro tells GlobeSt.com. "That leaves the entire middle market as a battleground for highly personalized high-touch brokerage and management services. A strong regional firm like TRI Commercial with its commitment to long-term local ownership is in a good position to win a lot of that business and I want to be part of it."

Del Beccaro started his career in 1977 with Grubb & Ellis and founded/managed a development company from 1983 to 1992. He is a specialist in office and retail leasing and sales, distressed properties, land sales, commercial mixed-use projects, medical office and securing project entitlements. He has completed more than 2 million square feet of tenant representation assignments on behalf of UCSF, UCSF Benioff Children's Hospital, various local and regional banks, area developers and many other Bay Area clients.

He is currently serving or has formerly served on more than a dozen local boards, including as co-chair of the Bay Area Council Transportation Task Force, vice chair of the Economic Alliance for Business, and co-chair of the Transportation Task Force East Bay Leadership Council, the California Technology Council, California Shakespeare Theater, Chamber Music San Francisco, JFK University, Walnut Creek Library Foundation and the Walnut Creek Chamber of Commerce.

Approximately three-quarters of the top 15 fastest-growing locations are in either the East Bay or Solano County. Jurisdictions posting population increases of approximately 3% or more since 2016 include Rio Vista (Solano County), Gilroy (Santa Clara County), Newark (Alameda County) and Brentwood (Contra Costa County), according to Bay Area Metro.