

Commercial *focus*

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Across all property types and service groups, TCN Worldwide's 800+ brokers and salespeople have a well-earned reputation for independent thinking and cooperative problem solving in more than 200 markets worldwide.

TCN Worldwide Ranks in Top 10 Brokerage Firms

We are pleased to announce TCN Worldwide was recognized as one of the industry's most powerful brokerages, ranking 7th in Commercial Property Executive's (CPE) most recent 2013 Top Brokerages - Most Powerful Brokerage Firm feature.

"The CPE Index to the Most Powerful Brokerage Firms is evaluated statistically based on information from a number of surveys conducted over the past few years. For this index, we examined how the firms have performed over a period of several

years, what their results have been for investment sales as well as leasing, and what sectors they covered, including retail, office, multi-family, industrial, mixed-use, healthcare and hospitality," noted Commercial Property Executive's July issue.

In addition, earlier this year National Real Estate Investor named TCN Worldwide as one of the top 10 brokerages; ranking 9th in their most recent Top 25 Brokerages feature. The ranking was based on the total dollar value of leasing transactions and investment sales

globally in 2012, a year in which TCN Worldwide completed 13,098 transactions valued at \$31.89 billion.

As an industry leader, the CPE & NREI rankings reaffirm TCN Worldwide's position as one of the top & most powerful brokerages in the commercial real estate industry, Representing more than 200 markets collectively worldwide, our member firms are leaders within their respective marketplace & serve as the foundation for our organization's success.

– Ross Ford, President/CEO

Top 10 TCN Member Deals



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

- \$36.6M Showroom/Tech Lease; 365,359 SF - Tom Sutherland at CASE Commercial in Dallas represented tenant, Freeman Decorating Services
- \$35M Hospital Sale Leaseback; 200,000 SF - Dan McComb & Barry Beitler of Beitler Commercial in LA represented the seller & buyer
- \$22.6M Medical Office Sale; 55,740 SF - Chris Barnet & Tiffany Angelle of CASE Commercial in Dallas represented seller, Physicians' Specialty Hospital
- \$21.9M Office/Court House Lease; 226,044 SF - Jason Zhang at APS-TCN Commercial Management in Beijing represented tenant, The Beijing City 3rd Intermediate Court of People
- \$18.3M Office Lease; 22,437 SF - Marc S. Miller at MHP in NYC represented tenant, Dragados USA
- \$16.6M Retail Lease; 6,200 SF - Hans Hansson & Craig Hansson of Starboard Commercial in San Francisco represented both parties
- \$16.3M Office Sale; 268,760 SF - Patrick Giles at CASE Commercial in Dallas represented seller, Gateway Houston Partners, LLC
- \$14.7M Land Sale; 79.81 Acres - Adam Naparsteck, Les Spinner & Greg Wright at Paine/Wetzel Associates in Chicago represented buyer, SunStar Americas, Inc.
- \$13.8M Office Lease; 19,636 SF - Dean Heck & Susan Saidi at Beitler Commercial in LA represented both sides in this transaction
- \$10.4M Industrial Sale Leaseback; 50,000 SF on 5.83 Acres - Jon Mook, Kelly Carver & Casey Stuart of Barclay Street Real Estate in Calgary represented I655735 Alberta Ltd.



The Art of Storytelling

important for the survival of generations to come; storytelling is the way in which we communicated. The art of embellishment and weaving an engaging tale is a tradition that is slowly dying off and as a salesperson; I am concerned with how this will affect the future of sales.

Storytelling is the most important form of communication in the history of mankind, and sadly the threat of its extinction is close at hand. The way that we have communicated our history, educated and entertained new generations through tall tales, anecdotes and legend is indeed becoming a lost art.

Major religions began through tales told before they were ever put into writing. Traditions were passed on through generations along with knowledge that was

When I am asked what makes me a successful salesperson, I tell people my greatest attribute by far is my ability to spin a yarn and tell a great story. I keep my clients interested, show that I have knowledge and develop their confidence in me through my storytelling. Most people who know me know that I have a story for almost anything and as I have gotten older my library of stories has grown. I like to tell a good story as much as I enjoy hearing a good one.

During the annual ICSC convention this year, I sat down with my friend, Howard Carr; Howard is one of the longest standing members at TCN. Over the years we've known each other, we have enjoyed trading stories. I have certainly learned a lot from him and I hope he feels that he has learned from me. We reside on two different coasts and have lived entirely different lives but our common denominator is our professional lives. He has opened my eyes to a number of things that I could not possibly have learned by reading about them or even being in a place where I could experience what he had for that matter. Simply by listening to his stories I have absorbed new and valuable knowledge.

With the advent of virtual communication such as text messaging, emailing and social media, the art of storytelling has

slowly fallen by the wayside. The death of the story has much to do with the fact that our electronic gadgets have replaced face-to-face communication. Instead of long-winded stories we communicate with short half sentences and end them with 'LOL', which I still have trouble remembering the meaning of. I am sure that if text messaging were available during the time of our greatest world events, then the true facts of history would have been properly explained with an LOL.

As a salesperson, I urge you to use the art of storytelling to your advantage. It may be a lost art but if used properly, it will separate you from your competition and people will be drawn to you; even though you may be regarded as a very unique individual because of it.

– Hans Hansson, Starboard Commercial/TCN Worldwide