

# MOMENTUM

CUSHMAN & WAKEFIELD ATLANTA'S  
MONTHLY NEWSLETTER



May 2017



CUSHMAN &  
WAKEFIELD

CELEBRATING  
**100**  
YEARS



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# GUIDING PRINCIPLES

# Congratulations to May's team members who have exemplified our Guiding Principles!



L-R: McPherson Mull, Morgan Berg, Will Tims, Myles Thomas (Not pictured: Kyle Kenyon)

**INTEGRITY**  
**EXCELLENCE**  
**TEAMWORK**  
**CREATIVITY**  
**PASSION**

Cushman & Wakefield Atlanta's long-term success is due to our uniquely collaborative culture. The Atlanta team developed our guiding principles: **Integrity**, **Excellence**, **Teamwork**, **Creativity** and **Passion**, and each month at the All-Team Meeting a team member that embodies one of the five principles is chosen by the previous month's winner and the baseball bat is passed down.

EVENTS,  
AWARDS &  
NEWS

## Ray Stache Comments on State of Atlanta Industrial Market in Globe St.

Ray Stache provided his expertise to Globe St. for a story about how Atlanta's industrial market fared in Q1.



Read the article here



## Healthcare Practice Group Celebrates Start of Vertical Construction on 371 East Paces Ferry



Cushman & Wakefield's Healthcare Practice Group, along with developer The Loudermilk Companies, held an event to celebrate completion of site work and the beginning of vertical construction on 371 East Paces Ferry, a 145,415-square-foot Class A medical office building located in the heart of Buckhead.

Read the blog



## Matt Jarratt Named Rising Star

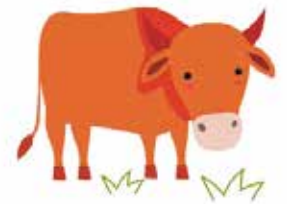
Congratulations to Matt Jarratt on being named Rising Star at the annual Cushman & Wakefield Industrial Conference! Your hard work and dedication is an inspiration to us all.



## Atlanta Move Library

The Atlanta office relocation and consolidation SharePoint site has all the information you'll need to know about the upcoming move. Check back often as we'll be posting new information frequently.

We're moooving!



Click here for move info





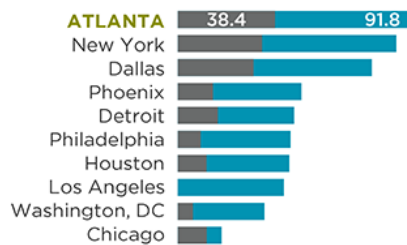
## Atlanta's Growing Job Market

Cushman & Wakefield recently released its [April US Employment Tracker](#) results. Even after a weak April, Atlanta's job growth trends remain positive. Below are a few of the key data points for metro Atlanta:

### YEAR-OVER-YEAR JOB GROWTH



Over the past 12 months, Atlanta has added more nonfarm (92,000) and office-using jobs (38,000) than any other city in the US.



Office-Using Jobs (Thousands)  
Non-Farm Jobs (Thousands)

### OFFICE-USING ANNUAL JOB GROWTH



In 2016, Atlanta added 31,000 office-using jobs, which is over three times the historical average. Another 17,000 office-using jobs have already been added in the first four months of 2017.

### NEW OFFICE SPACE DELIVERING IN 2017



Well over halfway to the projected 25,000 new jobs for 2017, Atlanta will create more than enough office-using jobs to absorb the office space slated for delivery this year.

### UNEMPLOYMENT DROPS BELOW 5%



Atlanta's unemployment is below 5% for the first time since November 2007. The nationwide unemployment rate is 4.4%.

### AVERAGE HOURLY WAGE GROWTH



Atlanta's average per-hour wage in Q1 2017 was \$27.61, which is 3.7% higher than the Q1 2016 average and outpaces US growth over that time (2.7%).

## Janelle Beasley Named Up & Comer by Atlanta Business Chronicle

The Atlanta Business Chronicle has named Janelle Beasley, Director of Cushman & Wakefield's Office Tenant Representation Group, as a CRE "Up & Comer."



Janelle's career began as a consultant at EY before she transitioned into residential real estate. She spent six years in the field, owning her own business for three years, before joining Cushman & Wakefield in 2010 as a senior financial analyst.

Read the  blog post

## The Quest for the Blue Jacket

Thanks to all who brought clients and participated in the annual Cushman Cup! Although rainy, it was still a spectacular event and a good time was had by all.





NEW

HIRES &

PROMOTIONS

# New Hires

**Breck DeHart**, Intern, Retail Investment Sales

**Bob Robers**, Senior Director, Industrial

**Melissa Rogers**, Project Coordinator, Project Management Services

**Brandon Wallace**, Senior Director, Healthcare Practice Group

**Clay Westbrook**, Market Director of Research

TALKING

WITH

TALENT



Corey and his father at Turner Field

Corey and family at a music festival



## Corey Boyer

Associate,  
Office Tenant Representation

**Tell us a little about yourself (where are you from, where did you go to school, what are your hobbies and interests, etc.)**

I was born and raised in the heart of South Carolina in Columbia, and began working at the age of 15. After high school I attended the University of South Carolina where I double majored in political science and psychology. Immediately after, I moved to Washington, D.C., where I was hired by CoStar Group, thus beginning my real estate career. I quickly rose through the ranks, wherein I was relocated to Atlanta to help grow and manage the local research team. In 2015, I began my brokerage career with DTZ/Cushman & Wakefield.

I fancy myself a wannabe chef and challenge myself by cooking intermediate to expert level dishes on a weekly basis. Even though the game of golf and I have a challenging relationship, I love it nonetheless. My other interests include reading, hiking, water sports, and the ever frequent Johnny's Hideaway.

**Tell us about your role at Cushman & Wakefield. What's a typical day like for you at the office?**

I am currently an Associate Tenant Representative responsible for managing Cushman & Wakefield's local Legal Sector Advisory Group and increasing our local market share within this particular industry vertical. In this role, I have established a robust program for accomplishing this goal via coordinating outreach and pursuits internally as well as developing a database designed to reveal key trends within the industry. As an individual

contributor, I advise law firms on how to best accomplish their real estate initiatives. I also serve as a Northwest enthusiast, focusing all of my non-legal business development efforts in said submarket.

My typical day begins with a 6 a.m. meditation session followed by a 30 to 45 minute cardio workout. I am in the office by 7-7:30 a.m., where I read the daily news, review the previous day's activities, and begin researching/planning outreach for the current day. This continues until 10 a.m., wherein my first hour of cold calling commences. I try to fill my lunch with meetings, either with someone in the legal industry or a real estate colleague. After lunch I hurry back to the office to push my active deals closer to completion. The second hour of cold calling begins promptly at 2 p.m. Once I have called through my prospect list, I regroup and shift back to closing out all active deals.

I believe comradery amongst colleagues to be paramount in providing for our clients. It allows us to not only work better as a team but recognize opportunities and build teams to best address those opportunities. That being said, I make it a habit to walk around the office a few times a day to check in on colleagues that work in other service lines. My day ends with a reflection on all accomplishments, setbacks, and activities in order to best prepare for the next day.

After dinner I review my daily reflection and see if there is any work I can begin in order to set myself up for the next morning.



## Corey Boyer (cont.'d)

Associate,  
Office Tenant Representation



### Tell us about a moment in your career or an achievement that you are particularly proud of.

The moment in my real estate career that I am most proud of is the “Rookie of the Year” accolade I recently achieved. I attribute this recognition to the dedication I have while serving my clients as well as the effort put forth to strengthen our Legal Sector Advisory Group. However, I would be nothing if it was not for all of the help and advice I have received along the way from my colleagues.

I also am extremely prideful of one of my most recent deals. Every tenant representative will tell you that the current market has been difficult on our clients, many of whom are at the mercy of their current and perspective landlords. This was especially true for the branding firm John Ferguson and I worked with in Midtown. Their current landlord was doubling their rate, pass through costs, as well

as increasing the cost to park. With less than two months from their expiration we successfully found them a cheaper space in a higher quality property with free parking (!) in Buckhead, and near turnkey buildout. There is no better feeling than helping a company achieve everything they desire and knowing their business will continue to prosper as result.

### Is there a quote or motto you live by?

“If opportunity doesn’t knock, build a door!” ~ Anonymous

### If we ever find ourselves in a Corey Boyer Trivia Contest what’s something we should definitely know?

I can cook better than your grandmother.

**Tell us a little about yourself:**

I grew up in Concord, Massachusetts, a small town outside of Boston. When I think of my childhood I remember sports — like backyard hockey and skiing — and also hanging out with my crazy wacky family that I love so much. I’ve come to grips with the fact that I will not be skiing in Atlanta — but maybe there’s hope for some hockey? In 2016, I graduated with a degree in Psychology from St. Lawrence University, a small liberal arts school in Upstate New York. Upon graduation, I packed my bags and moved down to Atlanta.

**Tell us about your role at Cushman & Wakefield. What’s a typical day like for you at the office?**

I work under Laurie Harper (I know, I have the best boss ever). When I first joined Laurie’s team she told me, “In Property Management, there is no such thing as a typical day.” She sure was right about that. I usually start my day catching up on and responding to emails from the night before. After that, I am just dealing with what is thrown in my direction by Laurie or other property managers who are out on site. I LOVE that about my job! I have found that every day brings new and exciting challenges.

**Tell us about a moment in your career or an achievement that you are particularly proud of.**

Moving to Atlanta from Boston right after college is something that I am incredibly proud of. I have a very close-knit family back in Boston and deciding to pack up and move somewhere else after college was a really hard decision. Also, I am proud of my ability to deal with this insane heat that you guys “love so much.”



**Greta White**  
Sr. Administrative Assistant,  
Asset Services

**Is there a motto or quote you live by?**

“All will be well.” Life can be incredibly overwhelming. I always try to remind myself that “all will be well,” and that everything will work out in some way or another.

**If we ever find ourselves in a Greta White Trivia Contest, what’s something we should know?**

Despite my size, I was the goalie for the Women’s Lacrosse Team at St. Lawrence University. Don’t mess with me ;)

Greta with her mom and brother



Greta, William and their pup Ranger





# ADVENTURES

SPRING ADVENTURES



John O'Neill and his family at his son's Confirmation



Frank Mann with his granddaughter



Southeastern Guide Dog Bel visited the 55 office



John Cushman and Ken Ashley



Congratulations to Brad Kramer on the birth of his daughter - Luna Maxine Kramer, born on May 19



Logan Menne won three singles matches at the USTA Georgia State Tennis Tournament



Jack Harris, President & CEO of Junior Achievement, spoke at the May All-Team Meeting



Jessie & Clinton McKellar, Trey & Jessica Dove, and Chad & Kati Koenig at the Billy Joel concert



Josh Goldfarb, Mike Kemether, and Tyler Averitt hosted clients at the Red Hot Chili Peppers concert

SPRING ADVENTURES



CGW arranged a tenant appreciation event at our new leasing & management assignment, 271 17th Street



Tyler Courtney and his wife Shannon at the Beastly Feast Fundraiser for the Atlanta Zoo



Pat Murphy and family went on a Malibu Wine Safari



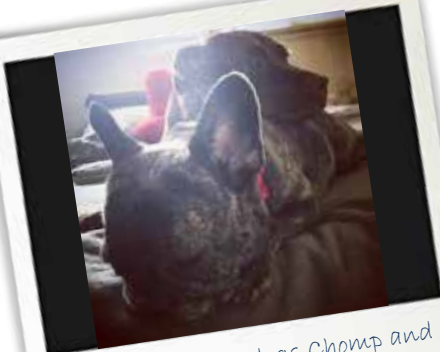
Ken Ashley's son Noah became an Eagle Scout



Savannah Durban met Cassie Young from The Bert Show at a Braves game



Andy Sumlin's son, Hayden, with his mother Kim. He graduated from North Atlanta High School and is attending UGA in the fall



Jason Mallory's dogs Chomp and Gotham



Adam Langell, son of Catherine Langell, graduated from the 5th grade at Austin Elementary



Courtney Lancaster at her sister Casey's wedding in April

# CUSHMAN & WAKEFIELD ATLANTA'S MONTHLY NEWSLETTER

**We want to hear from you!**

Please send your photos, news, awards,  
wins, upcoming events, ideas, etc. to

**[AtlantaSocial@cushwake.com](mailto:AtlantaSocial@cushwake.com)**

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