

MOMENTUM

CUSHMAN & WAKEFIELD ATLANTA'S
MONTHLY NEWSLETTER

October 2017



CUSHMAN &
WAKEFIELD

CELEBRATING
100
YEARS

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GUIDING PRINCIPLES



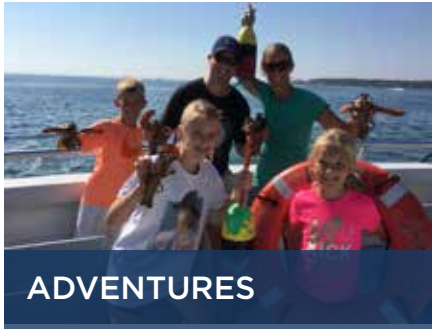
EVENTS, NEWS & AWARDS



NEW HIRES & PROMOTIONS



TALKING WITH TALENT



ADVENTURES

GUIDING PRINCIPLES

Congratulations to the October team members who have exemplified our Guiding Principles!



Nate Swenson



Becky Perkins



Marybeth Wade



James Philpott



Laurie Harper



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

Four Cushman & Wakefield Brokers Named Top Multifamily Brokers

Real Estate Forum has named Josh Goldfarb, Mike Kemether, Marc Robinson and Chris Spain of Cushman & Wakefield to its annual list of top multifamily brokers. The team, based in Atlanta, came in No. 1 in total deals closed (234 deals), total units sold (47,228 units) and total sales volume (\$3.8 billion) from July 1, 2016 to June 30, 2017.



Read the blog here



Cushman & Wakefield Future Leaders Head to Playoffs



Cushman & Wakefield Future Leaders' kickball team is headed to the playoffs next week - wish them luck!

Record-Breaking Amount Raised for American Heart Association

Kudos to the Cushman & Wakefield family on raising more than \$18,000 for the American Heart Association's Heart Walk. More than 100 employees donated to the cause, surpassing last year's donation of \$15,000.



Alex Walker Promoted to Associate Market Director

Alex Walker has been promoted to Associate Market Director, Research. In his new role, Alex will manage research activities, participate in pitches and presentations, and help guide overall business development strategy for the market.



Read the blog here



Welcome to Our 2017-2018 Cristo Rey Interns!



Please welcome our 2017-2018 Cristo Rey interns! Members of Cushman & Wakefield attended Draft Day to meet the interns, who will be with us through May.

From left: Nolan Jennings, Victor High, Brian Zacahua-Varela and Tiffany Loredo.

More Than \$24,000 Raised for Southeastern Guide Dogs



Congratulations to CWFL on raising more than \$24,450 for Southeastern Guide Dogs at this year's Battle of the Bands!

Bernadette Guzman Went Car-Lite



Watch the video here



Bernadette Guzman just completed her “Go Car-Lite” experience on behalf of Midtown Alliance. Check out the great video they put together about her commute!

Fain Hicks Quoted in Southeast Real Estate Business

Fain Hicks provided commentary on the Atlant retail market for Southeast Real Estate Business.

“We see a larger food component for newly delivered centers, and that’s in line with consumer spending on dining out, which has increased every year for the last five years,” he said.



Read the article here



Centennial Event

CELEBRATING
100
YEARS

THANK YOU!

Thank you to everyone who attended and helped plan our Centennial event!



Centennial Event

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NEW

HIRES &

PROMOTIONS

New Hires

Tiffany Loreda, Intern

Victor High, Intern

Nolan Jennings, Intern

Brian Zacahua-Varela, Intern

Traci Upchurch, Front Desk Concierge

Taylor Crowder, Senior Analyst, EDSF

JP Cordeiro, Senior Analyst, EDSF

Blake Cohen, Senior Director, EDSF

Jacob Hampton, Intern, Capital Markets - Multifamily

Jack Kidd, Associate, Land Team

Helen Cauthen, Senior Administrative Assistant, Industrial

Bill Brady, Assistant Chief Engineer

Stephanie McCaster, Property Manager

Alisha McCary, Property Management

Chris McDonald, Property Administrator

Harold Thompson, Operating Engineer

Jerry Hooper, Operating Engineer

Jerry Jones, Property Administrator

New Hires (Cont.)

Niekka McDonald, Property Administrator

Steven Whire, Operating Engineer

Michael Terrell, Operating Engineer

Reid Penny, Assistant Property Manager

Tony Stewart, Security Guard

Derick Parker, Operating Engineer

Avery Bass, Analyst, V&A

Ross Clary, Analyst, V&A

Michael Moore, Analyst, Capital Markets

Promotions

Alex Walker, Associate Market Direction, Research

Brandon LaBord, Analyst, Research

TALKING

WITH

TALENT



Chris Broughton
Leasing Coordinator



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

I consider myself a true native Atlantan - born among the many hills and raised beneath the abundant tree canopy covering Southwest Atlanta. In 2010, I enrolled at Morehouse College of the historic Atlanta University Center with a community service scholarship. When I'm not working, I can be found doing anything from biking the Beltline and enjoying nightlife to Brazilian martial arts and organizing bottomless brunches. My interests include slightly job-related stuff (the built environment and economic/community development) random geeky stuff (Game of Thrones, Marvel, Harry Potter) the arts (music, film, Hamilton, visual arts) and general everyday stuff (social justice, politics and the law).

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

I have the pleasure of working with the brokers of the Office Agency Leasing group in representing the owners of over 30 office assets in the metro area. I am typically tasked with projects in the following areas:

- Marketing: initial property branding/rebranding, print/digital material creation, events, etc.
- Business development: RFP responses, pitches
- Research: property/submarket-level studies and analysis

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

I'm proud to say that I've helped add 12 leasing projects (roughly 7 million square feet) to our portfolio since 2015.

Is there a quote or motto you live by?

"At the moment of commitment the entire universe conspires to assist you." - Johann Wolfgang von Goethe

If we ever find ourselves in a Chris Broughton Trivia Contest what's something we should definitely know?

I had hair at one point in my life.

Tell us a little about yourself:

I'm originally from Roswell, Georgia, and I attended Roswell High School, then The University of Georgia through 2012. I majored in Real Estate at UGA and immediately jumped into working for CBRE right after graduation. I bought a condo about a year ago in Reynoldstown on the Beltline, and I'm thrilled to call R-Town my home! I'm a Georgia sports fan. My heart certainly remains with the Dawgs (7-0!), with the Braves, but most of all with our Atlanta Falcons. I enjoy cooking at home (2nd place chili winner, hey), reading my favorite author John Grisham, going to local shows, and hiking the beautiful North Georgia mountains. Truly, I can't wait for winter so I can get back to my favorite activity, snowboarding, though I'm still relatively fresh at it. I just bought my own board and gear last spring and can't wait to try them out!

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

In Multifamily, our roles are fluid, so no days are ever the same. Primarily, I support Alex Brown and Chris Spain working on Class A pitches and OMs. The Institutional Team is Multifamily's smallest, alongside multiple other teams within our 60+ person regional team. This allows me to have a great relationship with my two ride-or-dies, John Carr and Wesley Kenney, and we've really learned to work together in a highly effective, collaborative manner, learning each other's strengths and weaknesses. I primarily work on OMs; I think that's my strength because I really like to take my time creating the story to tell that really goes beyond the surface to sell the deal. With Class A deals, we are fortunate to have a lot of time and resources to create marketing materials we can really be proud to present.

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

Propping the door open to Class A new construction space in Atlanta came about a year ago when we closed Elan Lindbergh (now Belle Rose). Up to that date, we had never put together such a thoughtful, detailed, and really deep-dive OM, and the efforts really shined through in the final product, and in the sales price. Closing our first Class A deal in September 2016 was a proud moment for me, and for the whole team.

**Angela Graham**

Financial Analyst,
Multifamily

Is there a motto or quote you live by?

Though not a professional related quote, but I try to remember: "The Joneses are not real, so don't try to chase them." Reminding myself that superficial and material things, like fancy clothes or a brand new car I probably can't afford, isn't what life is about. Life is about experiences, relationships, and inner beauty.

If we ever find ourselves in an Angela Graham Trivia Contest, what's something we should know?

Though nowhere near fluent, I took many years of Japanese language classes, nearly through my entire education. I regret not taking it further once I graduated, because now I've lost most of my conversational skills. Traveling to Japan and speaking and hearing it daily is on my bucket list. Don't be surprised when you see me watching Japanese films on flights!



ADVENTURES

ADVENTURES



The 171 office celebrates College Colors Day



The 1180 office celebrates College Colors Day



Lisa Pittman hosted her 7th Annual Women in Logistics Breakfast



Happy Birthday Janet!



Tarah shows off her husband's (and her ancestors') Nigerian cultural dress attire



Carla and her family visited Kennebunkport, Maine



Allison's son at the State Cross County meet where the Holy Innocents Golden Bears clinched their 8th straight Middle School State title



Will and son at the new Mercedes Benz stadium to cheer on the Falcons



Sutton signing the wrecking ball at the Colony Square renovation kick-off



Savannah practicing her new favorite workout - goat yoga



Josh and family sending off their oldest son, Ethan, to CalPoly



Sonia (and husband Aaron), Andy, Laura (and husband Greg) and Trey at Music Midtown



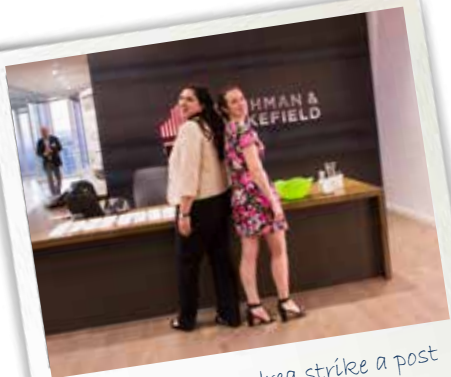
Nan completed the Alpe d'Huez climb in France - she finished in just 1 hour and 34 minutes!



Ryan goofing off at Symposium - he blames Aileen (and tequila)



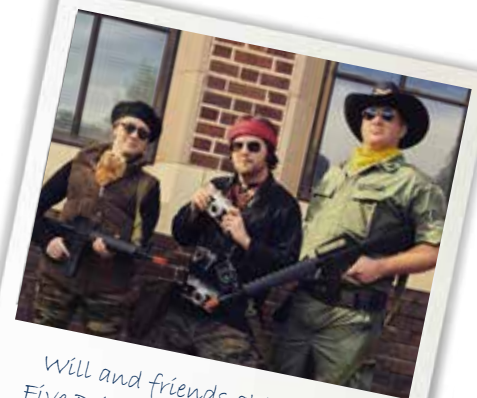
Marybeth, Katherine and Joanne went to visit former intern Gracie at UGA



Victoria and Andrea strike a post at the industrial event



Vlad Cushman the Wakefield has joined the marketing team



Will and friends at the Little Five Points Halloween parade as characters from Apocolyse Now

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We want to hear from you!

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

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