

# SAN FERNANDO VALLEY BUSINESS JOURNAL

LOS ANGELES • GLENDALE • SANTA CLARITA VALLEY • BURBANK • CONEJO VALLEY • SIMI VALLEY • SAN FERNANDO • CALABASAS • AGOURA HILLS • ANTELOPE VALLEY


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VOLUME 13 NUMBER 16

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### Family Business



**Moore Industries**

Van Nuys-based Moore Industries is a "ripe plum," in the automation industry. Page 6

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**BANKING & FINANCE**

Borrowing Money in Challenging Times

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**EDUCATION**

Economics Program is an Incubator for Young Entrepreneurs

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# Several Area Retail Projects Underway

## Work Surges Ahead on High-Profile Additions

It may be hard to believe, but retailers are still exceedingly bullish on the greater-Valley region, with construction underway on more than 1 million square feet of new and expanded shopping spots from Camarillo to Lancaster and Burbank.

When the going gets tough, the tough go shopping could be the region's motto, or at least that's what Macerich, Westfield, Developers Diversified, Chelsea Property Group and Champion Development seem to be thinking.

Of course, they had no way of knowing when

they first permitted these soon-to-open mega-expansions back in the economic heyday three years or so ago that the words sub-prime lending would have any meaning.

But everyone involved in retail, from the developers to the retailers to the brokers maintains that the

"Even today, Linens 'n Things announced that although they are in Chapter 11, they are not going to close as many stores as anticipated," said Lior Regenstreif, director of the national retail group for Marcus & Millichap. "People are pulling through the dark times."

His confidence is also bolstered by new concepts being introduced in the big box arena, such as the Fresh 'n Easy grocery and the new BevMo competitor, Total Wine & More, both of which will be debuting in Northridge soon.

And though it seems like we could hardly use another shopping area, Christine Deschaine with Lee & Associates tells us, "The developers continue to

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## REAL ESTATE

LINDA COBURN

gloom-and-doom pronouncements in the national media are far from accurate, especially as relates to our region.

## 2008 Outstanding Commercial Real Estate Brokers



# It's Time to Get Creative

## Success in a Challenging Market

By LINDA COBURN  
Staff Reporter

It's not nearly as much fun being a commercial real estate broker as it was this time last summer.

While the sub-prime mortgage meltdown was well underway on the residential side, there was still hope going into the second quarter of 2008 that the commercial sector would not feel the same level of pain.

Hope springs eternal and that's caused a stalemate, with buyers sitting on the sideline, waiting for prices to fall farther (and for lenders to loosen up a bit) while on the other side sellers

are gritting their teeth, refusing to accept the lower offers they're receiving.

That's taking some getting used to by the newly minted brokers who over the last five years have been very successful feeding off of "the scraps of senior brokers," as Colliers veteran John DeGrinis put it. "We (the senior brokers) benefited, and they had something to chase without having to hunt for themselves."

Now, he added, "We have to eat what we kill."

That means everyone is going back to the basics of cold calling and lots of follow-up, said DeGrinis, and focusing on those businesses that

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## Specializing in the Sweet Stuff

### New in Conejo Valley

By NADRA KAREEM  
Staff Reporter

Whether they sell cookies, cupcakes or yogurt, businesses that hawk sweets have become all the rage in the Los Angeles area in recent years.

Now the trend of sugary-oriented establishments is hitting the Conejo Valley, the home of three new such businesses as well as of an industry mainstay.

For the past three years at least, Danny Margolis, vice president of Command Performance Catering, has seen a spike in interest in businesses that feature sweets bars, cupcakes and the like. His company routinely refers clients to businesses that



PHOTO BY CRAVE

Two young Dos Vientos Ranch residents enjoy shaved ice topped with fruit at CRAVE's grand opening celebration July 19.

specialize in providing sweets. According to Margolis, many clients even seek out sweets that match the color theme of events they're organizing. The reason? Everyone wants their events to be as memorable as possible, Margolis feels.

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## Conservatorship Applications Down Anti-Fraud Rules Problematic

By THOM SENZEE  
Contributing Reporter

Changes in the rules that regulate conservatorships for incapacitated individuals have some San Fernando Valley attorneys facing new pressure on their practices and feeling uncertain about the future of elder law, estate planning and certain types of probate cases in California.

Designed to reduce opportunities for fraud among those appointed to be the guardians of society's most vulnerable, the changes have been taking effect incrementally since shortly after November 2005. That was when the Los Angeles Times published an investigative report

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Wednesday, September 17, 2008  
5:30 PM until 7:30 PM  
Warner Center Marriott Hotel

# SAN FERNANDO VALLEY BUSINESS JOURNAL

50 of the best places to work in the greater San Fernando Valley region will be recognized at an awards reception September 17th

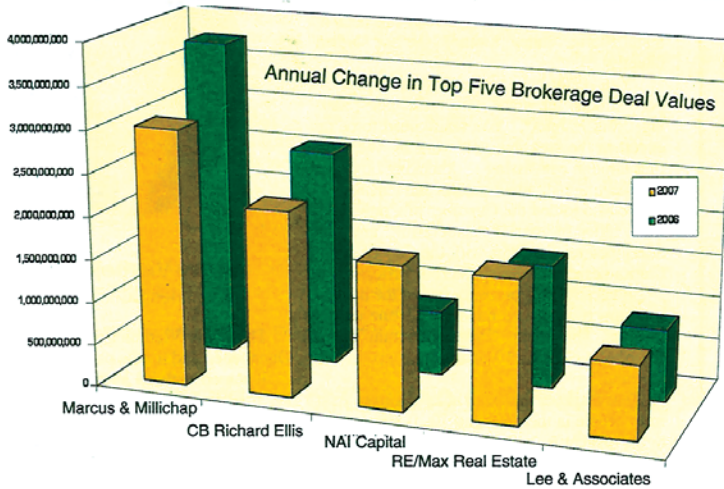


# THE LIST

## COMMERCIAL REAL ESTATE BROKERS

Ranked by value of property sales and leases in the greater San Fernando Valley

### THE TRENDS



### EXECUTIVE SUMMARY

**W**HILE 2007 was still a fairly busy year for commercial brokerages, the perennial top two on the list, Marcus & Millichap and CB Richard Ellis, saw the value of their deals drop nearly \$1 billion, combined.

On the other hand, NAI Capital, moving up two spots from last year to take the bronze, took up the slack, increasing their take by just about the same margin.

"We opened up an office in the Santa Clarita Valley, so that added to our revenue," said Valley-headquartered NAI Chairman Mike Zugsmith, "and we added a significant number of experienced, productive brokers."

Two new entities joined the list this year. Coldwell Banker Commercial North County was founded in November 2006 by three brokers who decided to strike out on their own after CB Richard Ellis merged its Glendale and Sherman Oaks offices into the Universal City location.

Centers Business Management (CBM) debuted on the list this year in the 19th spot.

- Linda Coburn

Rank	Company • name • address	Value of Deals (millions) • 2007 total • Leases 2007/2006 • Sales 2007/2006	Commercial Brokers • Valley • L.A. County (as of 12/06)	Services Offered (partial list)	Profile • offices (SF/L.A.) • headquarters • year founded	Top Local Executive • Name • Title • Phone
1	<b>Marcus &amp; Millichap</b> 16830 Ventura Blvd., Suite 352 Encino 91436	\$3,000.00 N/A \$3,000/\$3,750	50 157	Commercial real estate investment sales brokerage for all property types	1/4 Encino 1971	Harvey E. Green president, ceo (818) 907-0600
2	<b>CB Richard Ellis, Inc.</b> 10 Universal City Plaza, 27th Fl. Universal City 91608	2,179.33 738/672 1,441/1,868	61 336	agency leasing, tenant representation, investment, appraisal, property and asset management, project management, debt and equity financing	1/7 Los Angeles 1906	James E. Brown sr. managing director (818) 502-6766
3	<b>NAI Capital</b> 16001 Ventura Blvd Suite 200 Encino 91436	1,687.96 733/335 955/424	54 129	acquisitions and dispositions, sublease, tenant representation, lease administration and audit, investment services, due diligence and other services.	4/8 Encino 1979	Michael A. Zugsmith chairman (818) 905-2400
4	<b>RE/MAX Commercial Real Estate</b> 14724 Ventura Blvd. Suite 600 Sherman Oaks, CA 91403	1,680.00 N/A 1,680/1,460	61 61	sales of apartments bldgs, shopping centers, office bldgs, industrial bldgs, and development land.	2/2 Sherman Oaks 1991	Daron Campbell principal (818) 205-2100
5	<b>Lee &amp; Associates-LA North/Ventura, Inc.</b> 15250 Ventura Blvd. #100 Sherman Oaks 91403	867.51 464/278 402/538	55 107	acquisition, disposition and leasing of office, industrial, retail and multifamily properties and land for development for tenants, landlords, owner-users, investors, developers.	3/6 Sherman Oaks 1994	Mike Tingus president (818) 223-4380
6	<b>Sperry Van Ness</b> 21800 Oxnard St. Ste. 220 Woodland Hills 91367	672.00 N/A 672/510	31 112	advisory, brokerage, consultation, asset management, property management, leasing, financial, accelerated marketing and auction services	2/4 Irvine 1987	David Rich sr. managing director (818) 610-0400
7	<b>DAUM Commercial Real Estate Services</b> 21820 Burbank Blvd., 270 Woodland Hills 91367	649.50 208/194 442/386	45 80	industrial, office, retail leasing and sales, investment property sales, property management, tenant rep., corporate services, market research, consulting services.	3/6 Los Angeles 1904	Myles Helm exec. vice president (818) 887-3600
8	<b>Westcord Commercial Real Estate Svcs.</b> 951 Westlake Boulevard #101 Westlake Village 91361	607.46 60/233 270/121	12 12	industrial, office, retail leasing and sales, landlord and tenant representation, lease administration, and property management.	2/2 Westlake Village 1969	Tony Principe president (805) 497-4557
9	<b>Investment Real Estate Associates</b> 16501 Ventura Blvd. Ste. 448 Encino 91436	561.96 N/A 562/527	20 20	office, retail, industrial, apartment, land, investment property acquisitions and dispositions.	1/1 Encino 1999	Raffi Krikorian president, ceo (818) 386-6888
10	<b>Beitler Commercial Realty Services</b> 15165 Ventura Blvd. Ste. 300 Sherman Oaks 91403	496.00 272/240 224/197	17 78	office, industrial, retail, tenant/landlord representation, corporate services, lease administration	1/4 Los Angeles 1979	Barry Beitler president (310) 820-2955
11	<b>Grubb &amp; Ellis Company</b> 15260 Ventura Blvd #1800 Sherman Oaks, CA 91403	456.75 268/255 189/180	15 85	real estate solutions, including transaction, management, consulting and investment advisory services.	2/6 Santa Ana 1958	Jim Kohlhoff senior vp (818) 332-2000
12	<b>Hendricks &amp; Partners</b> 16255 Ventura Blvd. Ste. 440 Encino 91436	348.24 N/A 348/335	5 10	apartment brokerage and advisory services.	1/3 Phoenix 1995	Dean Zander partner (818) 995-2400
13	<b>Colliers International</b> 16830 Ventura Boulevard, Suite J Encino 91436-1721	225.21 57/65 168/160	17 85	leasing, sales tenant/landlord rep multimodal, land, hospitality industrial, investment property acquisition/disposition	2/7 Los Angeles 1908	Rick Chichester president (213) 627-1214
14	<b>Delphi Business Properties Inc.</b> 7100 Hayvenhurst Ave. #211 Van Nuys 91406	185.01 75/68 110/160	13 13	sales, leasing, property management, investment, land and building acquisitions.	13/13 Van Nuys 1977	Ross W. Thomas ceo (818) 780-7878
15	<b>Coldwell Banker Comm. North County</b> 801 North Brand Blvd., Suite 180 Glendale 91203	149.59 48/0 102/21	17 17	acquisition and disposition, investment analysis, valuation and asset services and national corporate services.	1/1 Glendale 2006	Gary L. Barsamian exec. vice president (818) 334-1900
16	<b>National Equity Advisors, Inc.</b> 16030 Ventura Blvd. Ste. 630 Encino 91436	141.01 5/0 136/98	25 25	advisory, brokerage, consultation, leasing services.	1/1 Encino 2006	Enrique Wong ceo (818) 907-5500
17	<b>Coldwell Banker Commercial</b> 11280 Corbin Ave Northridge 91326	101.00 47/20 45/33	6 6	commercial leasing, office sales, industrial sales, property management, land use consulting, bankruptcy sales.	1/1 Northridge, CA 1998	Ken Sampson vice president (818) 725-2500
18	<b>Cresa Partners</b> 20950 Warner Center Lane Woodland Hills 91367	98.17 46/208 53/197	5 25	tenant representation, disposition, project management services.	1/2 Brentwood 1983	Rick Pearson principal (818) 223-0072
19	<b>Centers Business Management</b> 17030 Ventura Blvd. #200 Encino 91316	69.00 48/51 21/16	7 17	retail shopping center leasing, sales and property management services.	1/2 Los Angeles 1987	Rick Rivera president, ceo (310) 575-1517
20	<b>Charles Dunn Co.</b> 12001 Ventura Pl. Ste. 201 Studio City 91604	49.51 24/24 25/55	7 73	leasing: office, retail, industrial, landlord/tenant representation, sales: office, investment, industrial, retail, property management, consulting	1/6 Los Angeles 1921	Joe Faulkner exec. mng. officer (818) 358-1800

N/A: Not Applicable  
Brokerage firms were ranked by the combined value of property sales and leases in the greater Valley region in 2007. Companies were asked to include only their portion of the deal in their tally. To be eligible for the lists, brokerage firms had to transact at least \$40 million worth of commercial deals in 2007 and have an active Valley office. Information for the list was supplied by the brokerage firms themselves.

To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to the Research Department, San Fernando Valley Business Journal, 21600 Oxnard St., Suite 250, Woodland Hills 91367. ©2008 San Fernando Valley Business Journal. This list may not be reprinted in whole or in part without prior written permission from the editor. Reprints are available from Wright's Reprints, (877) 652-5295 ext. 104 or e-mail jmartin@wrightsreprints.com.