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## The Saywitz Company—Site Selection/Lease Negotiation and Much More Nationwide



THE SAYWITZ  
COMPANY

A company can evolve in many ways. Most effectively, it evolves from vision, wisdom and instinct. Once a company exists, it faces competition, market pressures and many other challenges. One Orange County company evolved and uniquely acclimated itself to a dynamic and growing business

clientele.

The Saywitz Company, with headquarters in Orange County, began its operations in 1985 and focused its business on successfully assisting the development of other companies. The Saywitz Company specializes in tenant representation, investment and real estate consulting.

The success of The Saywitz Company can be attributed to its team approach. Barry Saywitz, president, is both player and coach. Mr. Saywitz has a knowledge of the real estate business that, in turn, brings valuable insights to the business of his clients. He has been able to envision what his clients need, assess where the market is currently and where it is heading.

After earning a BS in Economics from UCLA, Mr. Saywitz graduated from the Dale Carnegie Institute. Subsequently, he obtained both his California real estate broker and general contractor licenses. Mr. Saywitz entered his professional career with Grubb & Ellis in San Diego. In 1989 he came to Howard Ecker & Company in Orange County, predecessor to The Saywitz Company. Soon Mr. Saywitz became the vice president of West Coast operations, and shortly thereafter, became a partner.

In 1994, Mr. Saywitz negotiated a buy-out of the West Coast operations of Howard Ecker & Company and changed the corporate name to reflect the change in ownership. Since that time,

he has organized a company that effectively represents its clients and has established itself as a key player in the corporate real estate market.

"The Saywitz Company has been successful because of the organizational structure. We work as a team with the client as our main concern as opposed to each individual working for his/her own benefit," said Mr. Saywitz. "The Saywitz team benefits when the company as a whole does well. That depends solely on customer satisfaction."

This company makes itself valuable and effective in various ways. For example, the tenant representation services provide its clients unbiased, reliable representation. When it comes time to negotiate rent for office space, having The Saywitz Company on the tenant's side will allow for negotiations in which both sides have a market-wide point of view. Furthermore, the tenants gain years of negotiation experience.

The tenant services that are provided include reviewing the current and future business activity of the client, reviewing its business plan, reviewing current location and market opportunities, developing an occupancy strategy, identifying options, negotiating the structure and terms of the lease, reviewing construction budgets, and much more.

The Saywitz Company begins with a proactive approach for the client and assists the client throughout the entire process and remains with the client after the negotiations to ensure everything is handled as the parties have agreed.

"Orange County is one of the hottest real estate markets in the country. The diversity of the businesses here is unlike other regions," said Mr. Saywitz. "Here we have retail, distribution, manufacturing and professional businesses as opposed to other old line cities where the growth is not as dramatic due to lack of diversity and hi-tech businesses. Orange County is comprised of hi-tech software companies to beverage bottlers to clothing manufacturers. This diversity makes for a strong real estate market."

The Saywitz Company offers many additional services, including consulting, construction management, strategic planning, portfolio

management, and facility acquisition services. A large part of the company's business is lease negotiation, investment and real estate consulting.

The Saywitz Company's style and effectiveness strengthens with the connection it has with The CORE Network. This is a network of commercial real estate service companies which spans the country. Having envisioned the need for such an organization, Mr. Saywitz is the founder and the chairman of this non-profit organization.

The CORE Network consists of over 50 brokerage companies in approximately 100 cities. This network exists to assist firms that may need to venture out of their own local market. This enables The Saywitz Company to offer its clients that have real estate requirements outside of California, local expertise and information on market conditions and availabilities wherever their requirements may be.

The Saywitz Company assists its clients in achieving its goals and objectives, whether short or long term, by offering professional representation and real estate expertise. Given the complexities and importance of a company's real estate transactions, including the costs, teaming-up with an experienced winner can assure rock-solid results.

The Saywitz Company has divisions in San Diego and San Francisco and is currently negotiating transactions throughout the country.

Mr. Saywitz is a resident of Newport Beach.