

REAL ESTATE  
FORUM'S

# Superstar Office Leasing Brokers

## Annual showcase of the industry's leading dealmakers

By Cynthia J. Hoffman  
Associate Editor

Taken as a whole, the nation's office leasing market is moving toward an equilibrium of supply and demand. Unlike the 1980s and early '90s when the negotiating table tipped in favor of one side or the other, there's plenty of opportunity today for owners and tenants alike to strike a favorable agreement.

But while the playing field has been leveled, the overall game strategy has shifted. Leasing professionals are working smarter, offering their clients services that go beyond finding or filling space.

"I see a growing demand for real estate services that enable corporate clients to track occupancy performance such that they truly understand what they have, what they need and how to achieve it," says H. Hetherington Smith, a corporate vice president in the Philadelphia office of Julien J. Studley Inc.

For agency reps, William Cohen, executive vice president of Newmark & Co. Real Estate Inc., says there's a premium on "repositioning buildings to match market demand, i.e., upgrading premises if necessary to attract upscale tenants; pre-building space for users who need facilities in move-in condition; and working closely with tenants, sometimes moving them within the building or relocating them, in order to create large blocks of space within the property."

These are but some of the tools that separate the nation's top leasing brokers from the also-rans.

REAL ESTATE FORUM asked firms across the country to nominate those members of their teams who best use these tools and qualify as superstar office leasing brokers. This listing, arranged alphabetically, is not a ranking nor is it meant to be judgmental in any way. While not every entry received made it into our pages, the final selection was determined by the thoroughness of the submission. All information was accurate as of press time.

**Susan G. Arledge**  
Executive Vice President  
Arledge/Power Real Estate Group

**Dallas** — Susan Arledge attributes her success representing the users of office space on a local, regional and national basis to a combination of market knowledge and expertise in the financial and strategic aspects of a transaction. In her 16-year career, she has cultivated a client roster that includes notables like American Airlines, Andersen Consulting, Frito-Lay, MCI Telecommunications, Pepsi-Cola Co. and Xerox. Last year, the firm she co-founded received a PaceSetter Award, recognizing it as one of the 25 fastest-growing companies in the Dallas area.



**Biggest Deal in 1997:** Ms. Arledge, along with colleagues Van Power and Dan Corley, arranged a 310,647-square-foot build-to-suit facility for Business Interiors in Irving, Texas. The \$28-million deal represents an expansion for the contract furniture supplier.

**1997 Transactions**  
Total Deals: 37 leases  
Aggregate Value: \$53 million  
Total Space: 857,000 sq. ft.

**William H. Bonifas**  
Director  
Polacheck Co. Inc.

**Milwaukee** — During his 20-year career, William H. Bonifas has been an owner's rep for Firststar Center, 1000 North Water and Polacheck Co. Inc. to managing Polacheck's office property. He has been involved in planning and transaction such corporate clients as Andersen, Robert W. Witter and Associates. Noteworthy recent transactions include the sale/leaseback of the downtown Milwaukee area by the University of Wisconsin. He is also a member of the College of Wisconsin.



**Biggest Deal in 1997:** Acting on behalf of the owner, the director brokered two separate leases — a 110,000-foot renewal at the Firststar Center and a 65,000-foot deal at the Schlitz Brewery. "These are significant transactions," says Mr. Bonifas, "stable built downtown class A and B markets."

**1997 Transactions**  
Total Deals: 51 leases  
Aggregate Value: \$175.35 million  
Total Space: 925,241 sq. ft.

**Barry Saywitz**  
President  
Saywitz Co.

**Santa Ana, Calif.** — Mr. Saywitz specializes in tenant representation for corporate clients throughout the country and, more specifically, in California. His menu of services includes renewal, expansion, relocation, subleasing and corporate advisory work for local, regional, national and international companies. Among the executive's corporate clients are Hughes-JVC, Storopack, Adecco Employment Services, Mail Boxes Etc., Lucas Industries, PrimeSource and Summitomo. Mr. Saywitz is also the chairman and founder of the CORE Network, a worldwide organization of commercial real estate companies.



**1997 Transactions**  
Total Deals: 42 leases  
Aggregate Value: \$100 million  
Total Space: One million sq. ft.