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# BARRY SAYWITZ

A Real Estate Tycoon Elevating the Sector with His Core Values



**T**he U.S. real estate market has evolved into a phase of stabilization following years of sharp price growth. Home values are appreciating more modestly, supported by persistently high mortgage rates and cautious buyer demand.

Acknowledging these facts, the market leadership is evolving. Today, we witness real estate maestros like **Barry Saywitz, Founder/President at The Saywitz Company**, who are driving smarter strategies, resulting in optimizing their portfolios only to see an unparalleled surge. Investing in the adoption of the latest technologies like artificial intelligence (AI) and the latest software not only enhances work productivity but also opens doors for innovation and groundbreaking solutions.

The Saywitz Company, a national commercial real estate brokerage, consulting, and investment firm, is headquartered in Newport Beach, California, with a branch office in San Diego. With a history spanning more than 50 years, the company has completed transactions across all 50 U.S. states as well as in Canada and Mexico. Its expertise extends across multiple sectors, including office, industrial, specialty retail, multifamily, land, medical, R&D, and manufacturing. The firm also provides a full suite of ancillary services such as portfolio management, construction management, lease renegotiation, corporate relocation, expert witness testimony, acquisitions and dispositions, subleasing, and specialized consulting.

The company exclusively represents tenants and users of commercial real estate while also managing its portfolio through Saywitz Properties, its investment arm, which owns and oversees multifamily, office, and retail assets throughout Southern California.

Barry Saywitz, President of The Saywitz Company and Managing Partner of Saywitz Properties, brings more than 36 years of industry experience. He is also Chairman Emeritus of the CORE Network, a global commercial real estate organization he founded in 1996, which today is one of the largest of its kind.

Recognized nationally as a top real estate broker, Barry has negotiated transactions of all sizes across North America, taught university-level courses, and contributed to leading industry publications. He also hosts Let's Talk Real Estate, a weekly radio show and podcast featuring leaders from business, politics, and real estate. Beyond his business achievements, he and The Saywitz Company support more than 100 charitable organizations nationwide, underscoring his commitment to community impact alongside professional excellence.

### **Sticking to the Principles**

The real estate markets in the United States are such that Barry chooses to stick to his core values of his business plan and model. Unpredictable stock markets, higher interest rates, hindrances in supply chains, tariffs, and high labor and wages are the daily challenges today. There is also a surge in the regulatory frameworks, particularly in California, with an increase in the lawsuit-driven culture. He is satisfied with the values that have brought him to the position in his organization. Deploying integrated customer service to the clients, tenants, and vendors should be the obligation of the people in the organization, he asserts.

### **The Competitive Edge**

The Saywitz Company, in addition to

exclusively representing tenants and users of commercial real estate, specializes in tailoring strategies to meet each client's unique needs. The firm employs advanced financial modeling and an aggressive yet professional negotiating approach to deliver optimal results. This strategy analyzes the other party's next best alternatives to achieve the goals and objectives of its clients.

The organization has no conflict of interest with any landlords or property owners, and hence, it can provide unbiased advice and negotiation assistance to its clients. The team emphasizes the importance of truly independent representation in real estate negotiations, noting that just as one would never rely on an opposing attorney in a lawsuit, tenants should avoid relying on a landlord's broker or any advisor with a conflict of interest. The firm maintains that information is the foundation of every negotiation, but it is the ability to leverage that information effectively that drives results. By integrating market intelligence into its strategies and carefully assessing the other party's next best alternatives, The Saywitz Company positions its clients for stronger outcomes, ensuring negotiations are conducted with both precision and advantage.

The compensation of the organization's services is paid by the landlord or the seller in any real estate transaction, and therefore, there is no monetary out-of-pocket expense for the clients to utilize its services on the brokerage side. This has been the historical structure of the commercial real estate brokerage industry, even if it may seem odd, inviting conflicts which the company helps resolve. The fact is the fee is incorporated into the transaction, so its clients are not paying the fee directly. The Saywitz Company maintains that

its longevity of more than 50 years in business rests on consistently delivering value that exceeds its fees. The firm recognizes that it is judged daily on the results of its most recent transactions and, as such, strives to demonstrate its capabilities with every client engagement. What distinguishes the company from other brokerage firms is its combination of unique and assertive strategies, effective use of market intelligence, professionalism, and an uncompromisingly unbiased approach.

### **Embracing Digitalization**

The basic concept in the real estate market hasn't changed, stresses Barry. However, the terms of pricing and demand are seeing seismic shifts. The invasion of technology has made it easier to access information at one's fingertips, which was not possible a few years ago. No real estate professional becomes an expert with this access, but it is your skill and years of expertise that determine how you handle this information and use it to your benefit. This applies to access to comparable information, trends in the market, future expectations, marketing, and presentations. The organization tries to stay at the forefront of technology and apply it to all components of the business.

In the marketing campaigns of the organization, artificial intelligence (AI) is leveraged. It is rapidly advancing, but the day-to-day practice of real estate remains largely grounded in fundamental analysis and sound decision-making. The essential work of evaluating opportunities and delivering accurate financial assessments continues to be at the core of the profession. The Saywitz Company has developed proprietary software to analyze the financial aspects of transactions from the perspectives of

buyers, sellers, landlords, and tenants alike. Although AI is undoubtedly here to stay, the firm integrates its capabilities selectively, using them to enhance presentations, strengthen marketing efforts, and support its broader commitment to informed, results-driven real estate advisory.

### **Tactical Measures**

Barry and his team quantify triumph on different levels. These levels primarily consist of each individual's outlook, the organization's growth, and the future predictions. When these calculations meet the predicted goals with the said revenue figures, it can be called a successful venture. For the team, daily, weekly, monthly, and year-on-year goals completion is crucial. Hence, the focus is on short, medium, and long-term goals for efficient operations and meeting these goals. These are constantly supervised.

Barry's most effective strategic decision to date was made early in his career. It was when he decided to purchase Howard Ecker & Company, the predecessor to The Saywitz Company, and to change the name to The Saywitz Company. He aspired to self-management and ownership of the organization. This liberated him in decision-making while expanding the business as he desired.

### **Shared Purpose**

The Saywitz Company places great importance on continually refining its processes and ensuring that every member of the team is aligned with the organization's broader goals and objectives. For leadership, the day-to-day practice is not only about achieving results in real estate but also about creating an environment where people understand and embrace the practices that drive success. In a

business climate where attracting and retaining the right people is increasingly challenging, the organization places strong emphasis on finding individuals who embody honesty, hard work, loyalty, and dependability.

To help employees thrive, The Saywitz Company invests in providing the tools necessary to succeed. This includes ongoing training, seminars, group discussions, and a culture that encourages teamwork and collaboration. The belief is that equipping people with resources and support allows them to excel both individually and collectively.

Culturally, The Saywitz Company treats its employees as an extension of family. Respect and professionalism are at the core of all interactions, and these values are expected to be mutual. While individual success is celebrated, the firm emphasizes that true organizational strength comes from working together toward shared goals. Leadership recognizes that not everyone naturally gravitates toward a team approach, but it continues to reinforce the importance of collaboration as a foundation for long-term success.

The organization takes deliberate steps to ensure that every employee feels a genuine sense of belonging and ownership in the organization's journey. By fostering this environment, The Saywitz Company creates a workplace where people feel valued, respected, and motivated to contribute not only to business outcomes but also to the culture of trust and integrity that defines the firm.

### **Spontaneity is Key**

Barry isn't much of a believer in the philosophy of streamlining profits with

purpose. At the same time, he also recognizes the fact that having goals and objectives to achieve success, irrespective of the financial rewards, is important to grow and sustain a business. He stresses that a business person must be conscious of the profitability of the organization, especially in today's inflation-prone environment that seems unending at times. As a small business owner, he prioritizes making the necessary financial changes when the market demands to either scale back on expenses, adjust players on the team, or react to the ever-changing world and economy. Barry has weathered numerous economic cycles, from recessions and the dot-com collapse to the COVID-19 pandemic and today's uncertain financial climate. Each shift has brought unique challenges, often forcing decisions that had never been faced before. At times, the right choice for the long-term health of the company was not necessarily the easiest path in the short term or the most favorable for every individual within the organization. These are the difficult calls every business leader must confront. He believes that delaying such decisions only compounds their impact, making it essential to act decisively and with foresight to protect the company's future.

### **An Individual Full of Heart**

Barry strives to be an innovator, is a seasoned professional, expert negotiator, and, at the same time, a fair and reasonable person. He wishes his charity contributions to the communities he does business with would be acknowledged and remembered. The Saywitz Company provides financial and physical support to over 100 charitable organizations, including educational facilities, health-related charity organizations,



community organizations, political organizations, civic organizations, and other organizations within the business community. It is important to give back and to share the success that one has had with others. The team tries to instill that in all people within the company and to reach as many people as possible through giving.

### **Glued to the Core**

The Saywitz Company remains devoted to the long-term proposition of providing value-added services to the clients. Subsequently, it also pictures growth in its investment portfolios and its client base. Working smarter, not harder, will be the team's mantra. As he has asserted early on, real estate isn't rocket science but an amalgamation of hard work, creative thought, and carving a niche.

### **Favorite Quotes**

One of Barry's favorite quotes is “to be

continued...”. For him, this phrase serves as a reminder that no matter the challenges faced in business or life, tomorrow brings fresh opportunities and new possibilities. Within the context of real estate, this perspective underscores the importance of resilience, whether after a tough negotiation, a difficult decision, or simply a demanding day. The mindset is to move forward with the understanding that every setback can be the foundation for the next opportunity.

Another quote he often uses is “It's better than a poke in the eye.” He applies this to the realities of negotiation and goal setting. In business, particularly in real estate, it is rare to achieve everything exactly as planned. However, he believes that some progress is always better than none. Success often comes from compromise, where both parties must find common ground. Ultimately, he stresses that the outcome must be a true “win-win”, ensuring value on both sides of the table. Look for more from Barry Saywitz and The Saywitz Company in the months and years ahead as he continues to pursue