

The Saywitz Company: Shaping the Future of Commercial Real Estate with Integrity, Strategy, and Vision



Barry Saywitz – President, The Saywitz Company

Discover the inspiring journey of Barry Saywitz and The Saywitz Company, a leading tenant-focused commercial real estate firm known for ethical practices, strategic innovation, and nationwide success across all 50 states and international markets.

In the ever-evolving world of commercial real estate, few companies have built a reputation as enduring and respected as *The Saywitz Company*. With operations extending across all 50 states and internationally, the company's journey from a modest beginning to becoming a national leader is a testament to the power of integrity, innovation, and long-term vision. At the heart of this journey is **Barry Saywitz**, the founder whose personal experiences, strategic foresight, and relentless commitment to ethics have shaped the company into a premier tenant representation firm.

This article offers a deep dive into the transformative journey of Barry Saywitz and The Saywitz Company, highlighting the defining moments, philosophies, and strategies that have made it one of the most trusted names in the industry for over three decades.

Humble Beginnings: Lessons from the Early Years

Barry Saywitz's foray into the commercial real estate world began in October 1989, during what he describes as a chaotic transitional period. Just weeks after he stepped into the industry, the booming real estate market of the 1980s collapsed. With no access to MLS databases or the internet, and technology in its infancy, Barry started his career sharing a tiny office with two other brokers, rotating desk time, field canvassing for leads, and tracking deals with 3x5 index cards.

One of his early investments—a \$500 cell phone straight out of the movie *Wall Street*, charging \$1.50 per minute—served as a costly but symbolic reminder of the price of hustle. These experiences grounded Barry in the values of grit, resourcefulness, and a deep appreciation for technology's eventual role in real estate.

Ethics Above All: From Grubb & Ellis to Howard Ecker & Company

During his internship at Grubb & Ellis in 1988, Barry observed a market in its heyday—lavish parties, young brokers driving sports cars, and a fast-paced, often cutthroat culture. It was there that he learned a critical lesson: short-term gains built on manipulation or dishonesty don't create lasting value. Instead, he chose to anchor his career in ethical, professional advice—a principle that would become the foundation of his business ethos.

Transitioning to Howard Ecker & Company, Barry faced another defining challenge: requiring written agreements in an industry where handshake deals were common. The reluctance of clients to sign formal commitments led to many unpaid efforts, which taught him a lasting lesson about aligning with clients who value transparency and mutual accountability. It was a lesson he carried forward when he acquired Howard Ecker's West Coast operations and founded *The Saywitz Company*.

Founding The Saywitz Company: A Visionary New Model

When Barry took the reins and rebranded the business, he set out to build something entirely different. Rejecting the conventional model where brokers functioned independently and tried to juggle every aspect of a transaction, he structured *The Saywitz Company* as a collaborative, team-driven organization.

Researchers compiled market data, marketing professionals reached out to potential clients, and seasoned brokers handled negotiations—all under Barry's strategic leadership as the quarterback. This systemized, role-based approach was revolutionary at the time and has since proven to be one of the company's greatest strengths, allowing it to scale and deliver expert services efficiently and consistently.

A National and International Footprint: Strategic Expansion Through Local Expertise

Understanding early on that he couldn't possibly master every submarket across the U.S. or abroad, Barry crafted a strategy rooted in **partnership**. By aligning with trusted local experts, *The Saywitz Company* could offer clients both regional insight and national strategy. This hybrid model—local knowledge with centralized coordination—enabled the firm to execute complex real estate transactions in markets as varied as Los Angeles, Chicago, and even internationally.

The 1996 establishment of the **CORE Network** was a major turning point. It allowed *The Saywitz Company* to compete with national and global players by tapping into localized intelligence and relationships. This expanded geographic reach also opened the doors to larger clients and more ambitious projects, all while maintaining the firm's boutique, hands-on approach.

The Saywitz Difference: What Sets the Company Apart

In a highly competitive space, *The Saywitz Company* has carved out a unique identity. First and foremost, the firm **only** represents tenants and users of commercial real estate—never landlords or property owners. This “no conflict of interest” policy ensures that every negotiation is carried out solely in the client's best interest, with complete objectivity.

But it doesn't stop there. The company's **customized financial modeling, aggressive negotiation strategies, and comprehensive services**—from legal and accounting guidance to construction oversight—add layers of value that typical brokerage firms often overlook. Importantly, clients incur no out-of-pocket costs, as fees are paid by landlords or sellers, making the firm's world-class service even more accessible.

Staying Ahead: Trends Reshaping Commercial Real Estate

Barry Saywitz is acutely aware of the forces reshaping the commercial real estate landscape. The post-pandemic shift to **remote and hybrid work models** has reduced demand for traditional office spaces, prompting creative reuses of existing real estate—from converting offices to medical facilities to repurposing them for residential use.

At the same time, **industrial space** demand has surged, driven by e-commerce, global trade, and the need for efficient logistics. Rents for such properties have skyrocketed, particularly in regions like Southern California. Barry also highlights the impact of **rising construction costs**, which are especially burdensome in medical and retail real estate where tenant improvement costs are high.

Technologically, the industry is undergoing a transformation with the rise of **AI, email automation, and social media** replacing cold calls and in-person visits. Today's executives are less accessible, often lacking assistants, making it imperative for brokers to adapt their communication and marketing strategies accordingly.

Leadership Philosophy: Empowering People and Building Trust

Over the last 35 years, Barry's leadership philosophy has evolved from hands-on involvement to empowering his team with autonomy and accountability. He views his team as a family and emphasizes mutual respect, collaboration, and time efficiency.

However, Barry doesn't shy away from the challenges of leadership—especially in managing people and aligning everyone toward a common goal. He believes in leading by example and in cultivating a work environment where ideas can be shared freely and mentorship is constant. The Saywitz Company's culture reflects these values, fostering a sense of purpose, professionalism, and shared success.

Keys to Sustained Excellence: Discipline, Negotiation, and Empathy

What makes Barry Saywitz one of the most respected brokers in the U.S. isn't just his knowledge of markets—it's his **ability to understand human motivations**. A successful broker, he believes, must be a “deal maker,” not just a “paper pusher.” Negotiations, after all, are not just about numbers—they're about creating alignment between divergent goals and crafting a win-win outcome for all parties involved.

Barry approaches every deal with the mindset that he's negotiating with his own money. That level of care and diligence has won him not just business, but respect. His client relationships often span decades—a rare feat in today's fast-paced, transactional world.

Advice to Aspiring Professionals: Work Ethic and Mentorship Matter

For those entering the commercial real estate world, Barry offers candid advice: develop a strong work ethic and **find a good mentor**. Having faced the industry's harsh realities early in his career without much guidance, Barry believes mentorship can help newcomers avoid costly mistakes and fast-track their learning curve.

He also urges young professionals to **immerse themselves in market knowledge**, learn from seasoned experts, and understand that sustained success isn't built on shortcuts—it's built on consistency, ethics, and a willingness to adapt.

Looking Ahead: Building on a Solid Foundation

Looking toward the next decade, Barry remains optimistic and motivated. His goal for *The Saywitz Company* is to continue refining its operational efficiency, expand into emerging industries, and deepen its client relationships. From entertainment and healthcare to logistics and professional services, the firm is positioned to serve a diverse and evolving client base.

Despite the complexities of modern real estate, Barry's strategy remains elegantly simple: keep improving the model, treat clients and colleagues with respect, and stay true to the ethical foundation on which the company was built.

Giving Back: A Brand That Cares

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Success, for Barry Saywitz, also comes with a sense of **social responsibility**. Through *The Saywitz Company*, he actively supports over 100 charitable and nonprofit organizations across educational, community, and humanitarian sectors. Whether financially or through direct engagement, the company is committed to giving back to the communities it serves—further solidifying its legacy as a brand of both **excellence and empathy**.

Conclusion: A Timeless Blueprint for Success

In an industry that often prioritizes transactions over trust, *The Saywitz Company* offers a refreshing counter-narrative—one where relationships, strategy, and ethics form the foundation for success. Guided by Barry Saywitz's visionary leadership and decades of hard-earned wisdom, the firm continues to set the standard for tenant representation, deal structuring, and client service in commercial real estate.

As markets shift and new technologies emerge, one thing remains constant: *The Saywitz Company* is built to adapt, built to lead, and most importantly, built to last.

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