

A Trusted Voice in Commercial Real Estate for More Than 30 Years: Barry Saywitz

Commercial real estate plays a critical role in the growth and success of businesses, influencing everything from operational efficiency to long-term financial performance. Behind many successful real estate strategies are professionals who combine market knowledge, negotiation expertise, and entrepreneurial vision to help organizations navigate complex decisions.

Among those industry leaders is Barry Saywitz, a respected commercial real estate executive whose career spans more than three decades of leadership, innovation, and client advocacy. As CEO and President of The Saywitz Company, Barry Saywitz has built a reputation as one of the most accomplished professionals in commercial real estate.

Through strategic leadership, industry innovation, and an unwavering commitment to serving clients, he has transformed a regional brokerage operation into a nationally recognized organization. His journey reflects a combination of entrepreneurial spirit, business acumen, and a dedication to helping businesses achieve their real estate objectives.

Building a Foundation for Success

Barry's career began in the late 1980's after earning a Bachelor of Science in Economics from UCLA. He entered the commercial real estate industry with Grubb & Ellis in San Diego before joining Howard Ecker & Company in Orange County. During a challenging period for the California real estate market, Barry developed a strong understanding of leasing, market analysis, and client representation.

His talent and determination quickly earned recognition. In 1992, he became a partner in the West Coast operations of Howard Ecker & Company. Just two years later, he acquired the company's outstanding stock and rebranded the organization as The Saywitz Company.

This bold move marked the beginning of a new chapter, one that would eventually establish the company as a leading commercial real estate advisory and brokerage firm serving clients across North America.

Transforming The Saywitz Company

Under Barry's leadership, The Saywitz Company expanded far beyond its Southern California roots. Headquartered in Newport Beach with branch offices in San Diego, the company has negotiated transactions throughout all 50 states,

Canada, and Mexico. The firm and its growth have been driven by a client-first philosophy that prioritizes strategic guidance, transparency, and measurable results.

One of Barry's most significant contributions has been establishing the company as a trusted advocate for tenants and investors. Rather than focusing solely on traditional brokerage services, he positioned The Saywitz Company as a strategic advisor capable of helping clients make informed real estate decisions that support broader business objectives. This approach has allowed the company to develop long-term relationships with organizations across a wide range of industries.

A Pioneer in Tenant Representation and Negotiation

Throughout his career, Barry has become widely recognized for his expertise in lease negotiations, renewals, acquisitions, and build-to-suit projects. He has completed transactions involving office, industrial, retail, medical, research and development, and multifamily properties. His ability to structure creative solutions and negotiate favorable outcomes has made him a trusted advisor to businesses seeking to maximize value while minimizing risk.

Barry has negotiated complex transactions across North America, including large-scale real estate assignments involving millions of square feet. His deep understanding of market dynamics and commitment to protecting client interests have helped organizations secure real estate solutions that support growth, operational efficiency, and financial success.

Expanding the Industry Through the Core Network

Recognizing the need for national collaboration among independent real estate firms, Barry founded the CORE Network in 1996. What began as an innovative idea evolved into one of the largest commercial real estate brokerage networks in the United States.

Under his leadership, the organization grew to include more than 100 member partners with offices in over 120 cities throughout the United States, Canada, Mexico, and international markets.

The network enabled independent firms to share resources, market intelligence, and expertise while maintaining local market knowledge. Today, Barry serves as Chairman Emeritus of the organization, reflecting the lasting impact of his vision on the commercial real estate industry.

Entrepreneurial Vision Beyond Brokerage

Barry's entrepreneurial mindset extends beyond brokerage services. In 2000, he founded Saywitz Properties, a real estate investment company focused on acquiring and managing multi family and commercial properties throughout

Southern California.

As Managing Partner, he oversees acquisition strategies, portfolio management, and long-term investment planning. Through disciplined investment decisions and active property management, Saywitz Properties has developed a strong portfolio while creating value for investors and stakeholders. His ability to successfully lead both brokerage and investment operations highlights a comprehensive understanding of the real estate business from multiple perspectives.

Educator, Industry Voice, and Thought Leader

Beyond his executive responsibilities, Barry has become a respected educator and industry commentator. He has authored numerous articles for trade publications, magazines, and newspapers covering commercial real estate trends, investment strategies, and market developments.

He has also taught real estate courses at several universities throughout Orange County, helping educate the next generation of industry professionals.

Through his weekly radio show and podcast, Let's Talk Real Estate, Barry brings together business leaders, developers, financial experts, public officials, and real estate professionals to discuss topics affecting businesses and communities. His commitment to sharing knowledge has made him a trusted voice within the industry.

Recognition for Excellence

Barry's contributions have earned recognition from some of the most respected organizations and publications in the real estate industry. He has been named among the top commercial real estate brokers in the country and has received honors from organizations including National Real Estate Investor Magazine, Real Estate Forum Magazine, Commercial Property News, and the Orange County Business Journal.

Among his many achievements are recognition as one of the 40 Most Influential People in Real Estate Under the Age of 40, an Ernst & Young Entrepreneur of the Year finalist, and inclusion among Southern California's top commercial real estate professionals. These accolades reflect both his professional accomplishments and his influence on the evolution of commercial real estate practices.

Giving Back to the Community

A defining aspect of Barry's leadership is his commitment to community service. Through both personal efforts and corporate initiatives, he has supported more than 100 charitable organizations, educational programs, community resources, and special-needs charities.

The Saywitz Company provides both financial and practical support to organizations that serve a wide range of causes at local and national levels. Barry's involvement in charitable events and community programs reflects his belief that successful businesses have a responsibility to contribute positively to society and help create opportunities for others.

Continuing a Legacy of Leadership

Today, Barry Saywitz remains actively involved in guiding The Saywitz Company and Saywitz Properties while continuing to serve clients, investors, and communities. His career is a testament to the power of entrepreneurial vision, strategic thinking, and long-term relationship building.

From transforming a local brokerage into a nationally recognized company, to creating one of the industries largest independent brokerage networks, Barry has consistently demonstrated the leadership and innovation necessary to thrive in a changing marketplace.

His contributions have not only shaped the success of The Saywitz Company but have also influenced the broader commercial real estate industry, leaving a lasting legacy built on expertise, integrity, and ser

“We guide clients through every step of the real estate decision-making process, drawing on our expertise in site selection, finance, development, and negotiation to deliver informed strategic solutions.”

”