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The Rise of Emotional
Intelligence & Balancing
Human Skills

**Vision
& Impact:**
Top Business
Leaders to Watch in
2025

Barry Saywitz
President
The Saywitz Company

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Building a Tenant-First Legacy
in Commercial Real Estate



COVER STORY

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Vision & Impact: Top Business Leaders to Watch in 2025

Commercial real estate is an industry that never sits still. Interest rates rise, new regulations reshape the rules, and demand patterns can shift overnight. Entire sectors evolve in a matter of years, creating both opportunities and risks for the companies that depend on space to operate. In this environment, trust is often tested. Deals become harder, negotiations grow sharper, and long-term relationships can hinge on a single decision.

Barry Saywitz has built his career in those moments. As President of The Saywitz Company, he has guided clients through recessions, market corrections, and global disruptions with a steady focus on tenants. Over more than three decades, he has built a firm recognized for its ability to deliver results in complex environments while maintaining a reputation for fairness and professionalism. From his base in Newport Beach, he has expanded the company into a national brokerage and consulting business that now works across the United States, Canada, and Mexico.

For Saywitz, the lesson is clear. Markets will change, and cycles will come and go. But what endures is the way a company conducts itself. Integrity, discipline, and professionalism are the constants that have anchored his career and allowed his firm to thrive.

The Saywitz Company – A Tenant-Only Approach

The Saywitz Company is unusual in commercial real estate for one simple reason. It represents tenants exclusively. Most firms serve both landlords and tenants, which can create conflicts of interest. Barry Saywitz chose a different path early in his career, deciding that the firm would stand firmly on the tenant's side. It was a bold move at the time, but it has since become the company's strongest differentiator.

By focusing solely on tenants, the firm is able to provide advice that is completely objective and negotiations that are uncompromised. Clients know that their interests are the only priority. That clarity has attracted a diverse client base, from mid-sized

businesses to multinational corporations. The company manages transactions across all 50 states and into Canada and Mexico, working across office, industrial, and retail sectors.

Its services cover every stage of the tenant lifecycle: leasing, acquisitions, relocations, portfolio management, construction oversight, and lease restructuring. The firm is also called on to provide expert testimony in disputes, a reflection of its reputation for detailed analysis and depth of expertise.

In addition to advisory services, Saywitz also invests through Barry Saywitz Properties, which owns and manages multifamily, retail, and office assets. This combination of advisory and investment experience gives the company a unique perspective on the realities of the market. Clients know that recommendations are backed not just by models but also by first-hand knowledge of how assets perform over time.

A Grounded Approach to Leadership

Barry Saywitz's leadership philosophy combines structure with flexibility. He believes in setting short, medium, and long-term goals, then reevaluating them as conditions evolve. Each day is approached with discipline, clear priorities, and a focus on steady progress. In his words, "Markets will change, but how you treat people is what lasts."

Inside the firm, employees are treated as part of a team with shared responsibility. Professionalism and accountability are expected, but collaboration is equally important. Employees are encouraged to think like owners, to make decisions with confidence, and to approach negotiations with the same care they would bring to their own business.

This philosophy has built loyalty and resilience within the company. Employees are not just executing tasks but are part of a larger mission. Saywitz often says that success is not created by one person at the top but by the collective strength of the team. That belief is reflected in his willingness to empower people, invest in training, and create an environment where growth is possible.



THE SAYWITZ

COMPANY





Adapting to Shifts in Real Estate

Over the course of Barry Saywitz's career, the real estate market has shifted through multiple disruptive cycles. The dot-com collapse reshaped office demand. The 2008 financial crisis sent shockwaves across every asset class. More recently, the COVID-19 pandemic disrupted retail and redefined the role of the office.

Through each cycle, The Saywitz Company has adapted by focusing on fundamentals and prioritizing client needs. Saywitz points out that technology has transformed the industry, but access to data is not the same as insight. His firm invests heavily in proprietary financial models and combines them with seasoned judgment to deliver actionable advice. More recently, artificial intelligence has been introduced into financial analysis, marketing, and client presentations. These tools enhance efficiency but do not replace experience.

This ability to balance innovation with fundamentals has allowed the firm to remain steady while others struggled. "Anyone can close a deal in a good market," Saywitz explains. "The real test is whether you can still deliver when the market turns against you." That philosophy has guided his approach and earned the trust of clients who rely on his firm to navigate uncertain conditions.

Balancing Profit and Purpose

While financial results are essential, Barry Saywitz measures success in broader terms. He believes progress should also be judged by integrity, impact, and contribution. This perspective guides how he makes difficult decisions during uncertain times. It also shapes the culture of The Saywitz Company, where values are expected to be reflected not only in client work but also in community engagement.

The firm supports more than 100 charitable organizations in fields such as education, health, civic engagement, and community development. For Saywitz, giving back is not optional. "If you are fortunate enough to

succeed, you have an obligation to support the community that surrounds you," he says. That belief has become part of the company's identity, encouraging employees to participate in charitable causes and reinforcing the idea that business and responsibility are inseparable.

This balance of profit and purpose has created a model where success is shared. Clients benefit from focused representation, employees grow within a values-driven culture, and communities receive meaningful support.

Defining Success and Looking Ahead

For Barry Saywitz, success is ultimately about goals achieved and reputation maintained. He measures progress by how well the company delivers for its clients and how consistently it stays true to its values. "You cannot control the market, but you can control how you conduct yourself," he says.

Looking ahead, he envisions continued growth for The Saywitz Company through an expanded client base, a stronger investment portfolio, and services that add measurable value. His personal role is evolving as well, shifting from daily negotiations toward mentoring, strategy, and community involvement.

He is also known for sayings that reflect his pragmatic view of business. "To be continued" is a phrase he uses often, a reminder that progress is ongoing. Another favorite is "It's better than a poke in the eye," a simple way of keeping perspective during tough negotiations. These phrases, lighthearted on the surface, capture the balance of persistence and humility that has shaped his career.

As for legacy, Saywitz hopes to be remembered not just as an innovator in tenant representation but also as a leader who was fair, professional, and committed to giving back. In an industry defined by cycles, his story shows that success comes not from chasing trends but from holding to values that endure.