

REAL ESTATE
OBSERVER

A Richard Bowers & Co. Publication



**ACTIVITY HEATS UP
AT 260 PEACHTREE**

Downtown building welcomes new tenants

**RICHARD BOWERS & CO.
BROKERS YEAR'S LARGEST LAND SALE**

Georgia State University buys Downtown
site for future expansion

**COMMERCIAL
REAL ESTATE ROUND-UP**

Tenants benefit from looming economic concerns



**PAULANER
BRÄUHAUS**

to open first US location at
Southern Company Center



Richard Bowers & Co.
Real Estate

SPECIAL ANNIVERSARY ISSUE

Real Estate OBSERVER

VOLUME 16, ISSUE 1

A Richard Bowers & Co. Publication



YEARS OF EXCELLENCE



Richard Bowers
President & CEO
Richard Bowers & Co.

VOLUME 17, ISSUE 1

A Richard Bowers & Co. Publication

Real
Estate

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Richard Bowers & Co.
Real Estate

260 PEACHTREE

Tenants from Buckhead & Midtown
Attracted to Downtown Vibrance

SAME SWEET GIRLS

Sandra Bowers & Lifelong Friends
Inspire Best-Seller

ANOTHER PERSPECTIVE

Spurgeon Richardson

270 PEACHTREE

Offering a Piece
of Atlanta Skyline



Richard Bowers & Co.
Real Estate

270 Peachtree

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Real Estate Round-up

page 10



RB Management

page 18



Facilitec and Affiliate Companies

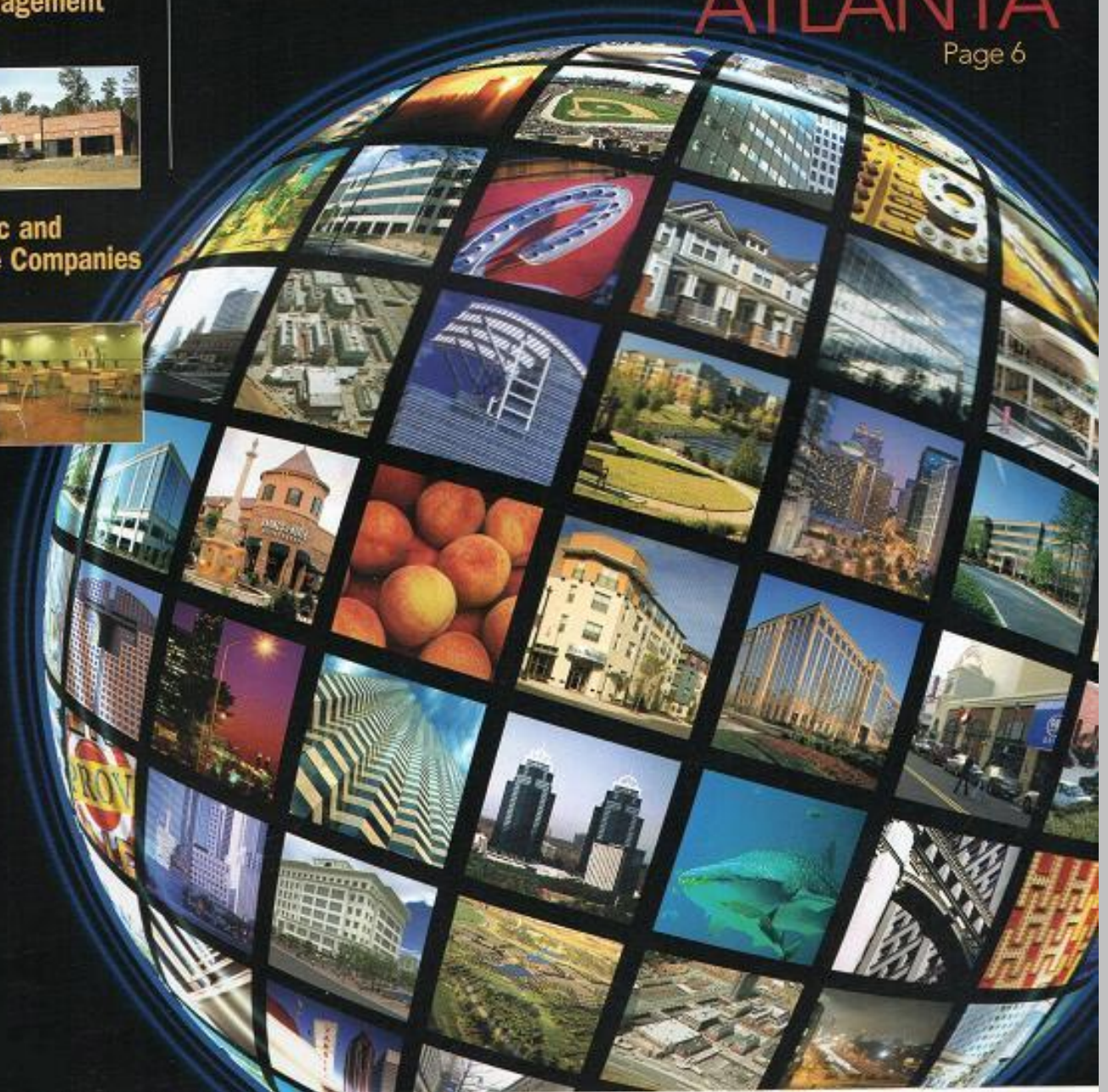
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Observer

ALL AROUND
ATLANTA

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GIVING FULL SERVICE NEW MEANING

Leveraging the support of RB Management & Facilitec – Pg 6

**GOING GREEN: EXISTING
BUILDINGS BENEFIT – Pg 8**

**COMMERCIAL REAL
ESTATE ROUNDUP – Pg 10**



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VOLUME 13, ISSUE

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Richard Bowers & Co.



over 450 assignments completed.

RB Management



opens their fifth office.

Facilitec

celebrating their tenth year.



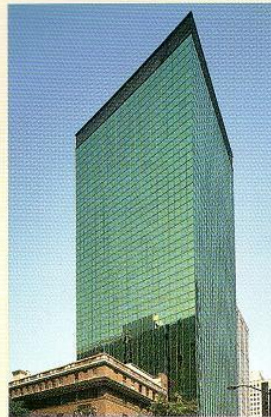
RB Development



reaching milestones.

RB Financial

making it happen.



WHERE THE

BIG DEALS

ARE DONE

260

PEACHTREE

When complete this summer, the \$28 million renovation will bring a new Class "A" office tower to Atlanta's Central Business District. PAGE 6

REAL ESTATE
Observer
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WHEN **BIGGER** ISN'T BETTER

Richard Bowers & Co. proves that local, independent real estate companies can compete with large, national firms

By Cheri Mason

Consolidation continues to be a big trend in corporate America. In every industry, corporations are weighing the advantages – whether it's the consolidation of two mid-sized companies, the take-over of a smaller company by a larger competitor or a merger between two giants. The real estate industry is not immune, and it has experienced its share of mergers, several of note occurring in 2006.

What then is a mid-sized, locally-owned and operated company to do when its competitors keep getting larger and how can it compete?

Though he has likely been approached to merge his firm with another, Richard Bowers & Co. President and Founder Richard E. Bowers, SIOR, has chosen to remain independent. To compete against firms that seem to get larger by the day, Bowers has taken a different path and expanded his company's services to meet the constantly changing needs of its clients, without sacrificing the service and local market knowledge for which his firm is known.

Though he is quick to praise his larger competitors, Bowers explains several advantages his company affords over national firms: "I believe that our support, in-house research and affiliate firms – Facilitec and RB Management – provide excellent services to our clients and enable us to compete favorably with national service providers."

Richard Bowers & Co. has set itself apart since its founding in 1980, and it was one of the first commercial real estate brokerage firms to have an in-house research department. It has been collecting, analyzing and publishing data since 1987, and



today the Bowers research department tracks 8,000 office properties through its in-house database. The firm's data is also an important resource for agents, clients and the media.

In the early '90s, Bowers formed two affiliate companies – RB Management Services, Inc. and Facilitec, Inc. – which are currently celebrating their 15th year anniversaries. With more than 5 million square feet of property under management and an office in Nashville, RB Management continues to expand and

change the definition of property management with the addition of construction management and condominium association management to its repertoire.

Facilitec takes a turn-key approach to facilities management, offering design, project management, furniture procurement and full-service relocation management services. The company serves the needs of clients of all sizes throughout the country, and converts many clients that had never used such services in the past to true believers in its turn-key relocation philosophy.

"The clients of Richard Bowers & Co. benefit from having easy access to our firm and RB Management," said Bill Coons, president of Facilitec. "The Richard Bowers & Co. organization is able to handle a client's entire spectrum of real estate needs – the Bowers agents find the land or the space, Facilitec can handle any design needs for the new office and manage the relocation, while RB Management manages the property. We can do this all in keeping within our independent, entrepreneurial framework."

That entrepreneurial framework is an important factor for Richard Bowers & Co., according to the firm's leader. "We offer a more entrepreneurial environment with perhaps less bureaucracy in conducting business with clients," said Bowers. He continues: "We also offer higher remuneration for our agents than what is traditionally provided through national firms." A company would be nowhere without its people, and these issues are important for the firm's agents and help the company continue to retain and attract talented new people.

To further its reach, in 1990 Richard Bowers & Co. became an affiliate of TCN Worldwide, one of the largest commercial real estate service providers in the world. Comprised of 42 member firms, the organization is active in 200 markets across the globe and provides Richard Bowers & Co. with access to information and real estate business opportunities in every major American market and numerous locations around the world.

"TCN Worldwide provides independent brokerage firms the competitive edge they need to compete more effectively in today's commercial real estate marketplace," states TCN President Ross Ford. "From the ability to maintain their local independence and unique culture, all the while having global reach, to the investment we make in technology, our member firms have gained a decisive edge in competing against other local and national firms."

With all of these capabilities, Richard Bowers & Co.'s strength lies in its ability to provide the services, knowledge and information of a national company, without sacrificing its independence and local expertise. ■

The Real Estate Observer asked Richard Bowers & Co. agents what makes their company able to compete with its larger competitors. Here are a few of their responses:

"Richard Bowers & Co. is personal, responsive and dedicated and can act quickly. We don't have a big corporate mindset."
– Vice President Ernie Baker

"Many of the best and brightest agents in the industry continue to work for local real estate firms where they can best flourish while assisting Atlanta businesses. Richard Bowers & Co. is the largest, locally-owned real estate company in Atlanta, and our Atlanta expertise is superior to that of our national competitors. As a result, our clients achieve the best deals, receive the most attention to detail and remain in control of the process."
– Vice President Ashley Parker

"From a retail perspective, we offer knowledge on both a state and metro-wide basis. We can represent local retailers and national brand names in a variety of retail categories and, since we also handle office and industrial space, we are able to assist our clients with those needs as well."
– Jeff McMullen

"We serve smaller Atlanta businesses as well as the giants. Most national firms are forced by management to focus on customers who have requirements of 10,000 square feet and above. As a mid-sized local Atlanta business ourselves, that's fine with us. We've seen many of our 'small fish' turn into 'big fish.'"
– Jim Davenport

"Being a locally-owned firm, Richard Bowers & Co. is able to provide more one-on-one attention and more face time to our clients. Smaller accounts, whether a listing or a tenant rep assignment, obtain the same professional and hands-on attention to detail as though they were a much larger client."
– Vice President Paul Mendel

"The best part of working for Richard Bowers & Co. is having an opportunity to learn from the best. Richard Bowers motivates all of us to constantly be on top of our game and to always strive to offer the best service possible to our clients. His knowledge of the market is extraordinary, and he has the best work ethic of anyone I have ever known. All of these things benefit our clients."
– Vice President Ryan Cone



Meadow Pavilion II

Vice President Ryan Cone and Rick Shaw represented Indigo Meadows, LLC in the sale of Meadow Pavilion II, a 31,105-square-foot office building located at 6240 Shiloh Road in Alpharetta, Ga.

18.5-acre Land Parcel – Lancaster Rd.

Richard Bowers & Co. VP Vernon Wright handled the sale of an 18.45-acre land parcel at Lancaster Road in DeKalb County on behalf of MC Group, Inc.



Perimeter Park Business Center

VP Ryan Cone and agent Tripp Smith handled the sale of a 38,000-square-foot office building at Perimeter Park Business Center in Atlanta, while VP Chet Lacy represented the purchaser, Chet Zalesky.



Noble Investments

Noble Investments was represented by Vice President Donnie Miller in the lease of a 23,037-square-foot office at Monarch Tower in Buckhead.

"Atlanta was founded as a transportation hub, and the city was initially named *Terminus*," Bowers explains. "We have forgotten our rail roots and we are paying the price with one of the most congested metropolitan areas in the country. If passenger rail was successful when Atlanta had fewer than one million people, it could be extremely successful for a region that now has five million people and is expected to grow to eight million in 20 to 25 years."



Emory Morsberger gives a lift to Richard Bowers and Betty Willis.

GEORGIA BRAIN TRAIN generates STEAM

By Cheri Mason

The 2006 edition of the *Real Estate Observer* included a commentary by Emory Morsberger, the leading force behind the Georgia Brain Train effort, discussing the details of a plan for a commuter rail line connecting Atlanta to Athens, Ga. Named the 'Brain Train' because the line will link the colleges and universities from Atlanta to the University of Georgia in Athens, supporters believe it will not only

help spur collaborative and research efforts and encourage development along its corridor, but most importantly, the line will alleviate some of the metro area's worst traffic congestion.

Morsberger, along with a group of prominent business leaders, including Richard Bowers & Co. Founder and President, Richard E. Bowers, SIOR, believe Atlanta will not become the city it is destined to be

without commuter rail. "Atlanta is strangling on its own success," says Morsberger, using an oft repeated quote. "Traffic is ruining our quality of life; we need to do everything we can to get transit up and running, whether its commuter rail, streetcars, MARTA or more efficient roads."

Bowers agrees: "Atlanta was founded as a transportation hub, and the city was initially named Terminus. We have forgotten our rail roots and are paying the price with one of the most congested metropolitan areas in the country. If passenger rail was successful when Atlanta had fewer than one million people, it could be extremely successful for a region that now has five million people and is expected to grow to eight million in 20 to 25 years."

Both real estate developers, Bowers and Morsberger understand that due to a lack of geographic boundaries, there are no limits to the city's growth. Leading the nation in population growth again during this decade, Atlanta shows no signs of stopping, which will lead to even greater traffic nightmares for its residents. Though the commuter rail line would benefit the colleges and universities, it could also take approximately 5,300 cars off Atlanta roads at peak travel times. Bowers understands the benefits of commuter rail to those who live in the suburbs. "With over four million of metro Atlanta's five million people living outside I-285, a rail system is an efficient and needed alternative to roads and highways," he says.

According to its website, the Georgia Brain Train will carry the equivalent of an entire lane of traffic of I-85, impacting both DeKalb and Gwinnett counties.

Gwinnett residents, who are forced to endure some of the longest commute times in the Southeast, will be the most affected by the Brain Train. "87 percent of Gwinnett residents say traffic is their most important issue," notes Morsberger, a Gwinnett resident, who initiated the fight for commuter rail after being late to his daughter's birthday party because of traffic.

The Georgia Brain Train Group has fought an up-hill battle to get lawmakers, who favor interstate expansion, enthused about commuter rail. Though it will utilize existing rail lines, it is a cost-effective and environmentally friendly mode of transportation and could be a catalyst for mixed-

use development. Opponents are concerned the line would not make a significant dent in traffic congestion and they are worried about a lack of users.

"When you investigate the utilization of commuter rail in other great American and world class cities, hundreds of thousands of people utilize such transportation systems daily," says Bowers. "Many people prefer taking commuter rail, even if the commute time is longer, rather than face the stressful conditions of driving. People enjoy using this time to read the newspaper, conduct business or for pleasure."

Opponents also share concerns over cost, yet 80 percent of the costs associated with the rail line would be borne by the federal government, with the Georgia State government paying the remainder. The 72-mile line is also more cost-effective than roads. According to the Atlanta Regional Commission, the cost of improving interstate highways in metropolitan Atlanta is \$18.19 million per lane mile, while one mile of commuter rail would cost \$5.32 million per mile. Studies show the Georgia Brain Train would cost \$300 million less than the equivalent capacity in new highway construction.

Overall, Morsberger feels the tide is changing. "We've gone from being told we're crazy and there will never be a train, to why isn't there one and how fast can we get it up and running," he states optimistically. "Our goal is to get state support solidified this year, federal funding in 2008 and to start construction in 2009.

"Passenger rail will be the greatest economic development opportunity for the metro Atlanta region since the expressway system was implemented fifty years ago," Bowers concludes. ■



Habitat for Humanity International
President Richard E. Bowers, SIOR and Vice Presidents Randy Hoyer, Donnie Miller and George Smeltzer represented Habitat for Humanity International in the lease of 27,632 square feet of office space at 270 Peachtree in downtown Atlanta.



Utah State Retirement Investment Fund
Vice Presidents Ernie Baker, John Sims and Bucky Winfield handled the disposition of a 254,037-square-foot industrial property at Atlanta Gateway Park, located at 5305 Tulane Drive in Atlanta, on behalf of Utah State Retirement Investment Fund.



State Board Workers Compensation
Vice Presidents Donnie Miller and George Smeltzer represented the State Board Workers Compensation in the lease of 69,080 square feet of office space at 270 Peachtree in downtown Atlanta.

SUPPORT FIRMS LIFT

Richard Bowers & Co. to New Heights

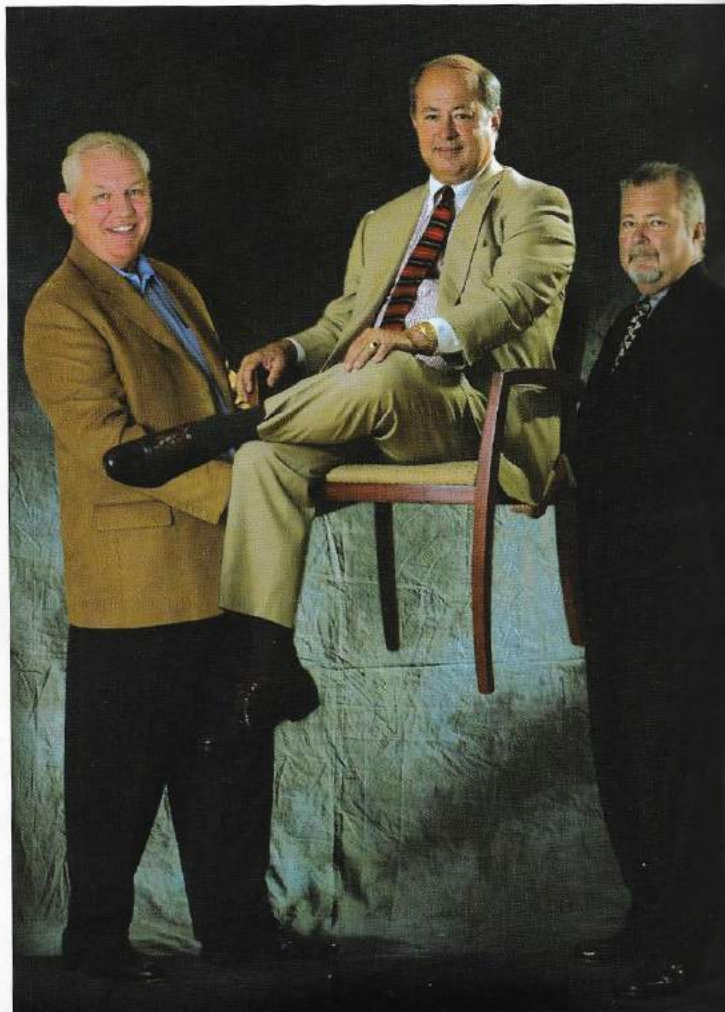
When Richard Bowers founded his namesake firm in 1980 with three employees – including himself, wife Sandra and an assistant – little did he know that 28 years later he would head one of Atlanta's largest, locally-based, full-service real estate firms.

Full-service is a term that is used quite frequently in commercial real estate, but nowhere is this term more fitting than when describing Richard Bowers & Co. and its variety of capabilities. The firm began heading in that direction with the founding of one of the first in-house research departments; the Richard Bowers & Co. research team has grown substantially and has since become one of the premier research programs in the city, even sharing data with larger research companies.

Next up in Richard Bowers & Co.'s march toward true full-service came in 1990, when the firm was selected as the Atlanta affiliate for TCN Worldwide, a network of member firms from around the world. Organizations like TCN enable locally-based firms like Richard Bowers & Co. to position themselves as independent, local market experts with the ability, strengths and capabilities of a global alliance.

"Our membership in TCN enables us to be involved in transactions not only throughout the United States, but their contacts allow us to do deals around the world," said Richard Bowers, president of Richard Bowers & Co.

Then in 1991, the firm made a major commitment to branching out, founding affiliate firms RB Management Services, Inc. and Facilitec, Inc. RB Management



Bill Coors (left) of Facilitec and Morris Harrison (right) of RB Management give a lift to Richard Bowers (center).

handles properties under management and has become an even greater asset to the agents of Richard Bowers & Co. In addition to lowering operating costs in their

properties and developing state-of-the-art security and monitoring systems enable tenants to report problems on a 24/7 basis. RB Management has branched out into

Over the years, RB Management and Facilitec have become integral parts of Richard Bowers & Co. The agents utilize both companies' services on a regular basis. In fact, many deals can be made or broken without the use of the amenities of these affiliate companies.

construction realm. Carr Kaufmann of RB Management oversees project management services for clients all over the country – from space build-out to the redevelopment of major institutional facilities.

RB Management's repertoire also includes facilities management, and over the past couple of years, the company has even branched out into residential property management. The firm manages several residential properties throughout metro Atlanta.

Developers appreciate RB Management's condo association concept. "They are able to grasp it easily; the concept enables developers to sell condos more quickly, reduce their costs and it is a great amenity for their properties."

Over the years, RB Management and Facilitec have become integral parts of Richard Bowers & Co. The agents utilize both companies' services on a regular basis. In fact, many deals are finalized with the use of the amenities of these affiliate companies.

"I always feel more confident when I go into a meeting with Morris and his RB Management team," said Vice President Bucky Winfield. "Having this in-house capability makes us a full-service outfit that is really attractive to prospects. I always think bringing RB Management and Facilitec to a meeting with a prospect is a great idea, as it enables us to have an extra advantage over the competition."

Richard Bowers feels the same way

about Facilitec. "I find Facilitec to be an excellent source in evaluating alternative properties," said Bowers. "They were excellent to work with on the CDC Foundation requirement, and I believe all the CDC staff were quite pleased with the services and expertise that Facilitec provided with design and assistance in relocating to 55 Park Place."

The company's one-source solution has become quite popular among existing clients, many of whom have not used a company such as Facilitec before, but can't see themselves not using Facilitec in the future.

Everyone generalizes, according to Bill Coons, president of Facilitec. "I believe we're less expensive – design, furniture and relocation shouldn't cost any more with one source than with multiple sources," Coons explained. "We are not only more cost-effective, but we're able to handle things in a timely manner and usually get jobs done within or earlier than budget because of our proximity to Richard Bowers & Co. and RB Management."

In fact, all three firms work in tandem. If a Richard Bowers & Co. agent has a quick question on a design or management issue, all they have to do is go downstairs and get an immediate answer from RB Management or Facilitec, and vice versa.

"It takes a lot of people to build just one project, but with all of our resources in the same office, it makes the process quicker and more cost-effective, rather than having to wait days or even weeks for an answer," explained Harrison. "We also provide better communication, as we get immediate answers from each member of the team instead of waiting to hear back from multiple vendors."

"Many clients don't realize how many people it usually takes to complete a job," continued Harrison. "With our organization, we have fewer people, all working in the same office, to answer questions or to make changes immediately."

"I believe in the future, when clients are wanting to outsource even more, they will appreciate firms like ours that can provide a one-source solution," concluded Bowers. ■



270 Peachtree

President Richard E. Bowers, SIOR and Vice Presidents Randy Hoye, Donnie Miller and George Smeltzer represented Habitat for Humanity in the expansion of its space at 270 Peachtree in downtown Atlanta by 13,816 square feet. The team also represented 270 Peachtree in the transaction.



4485 Tilly Mill Drive

Vice President Linda Burns and Jonathon Alford represented Mini-Skools Limited in the disposition of an 8060-square-foot office property at 4485 Tilly Mill Drive in Atlanta to Wei Cheng Huang and Chung Tzu Huang.

141 Piedmont Avenue

Vice President Linda Burns and Jeff McMullen represented The Board of Regents of the University System of Georgia on behalf of Georgia State University in the lease of 2,325 square feet of retail space located at 141 Piedmont Avenue in Atlanta to Café Holdings, Inc.



3715 Northside Parkway

President Richard E. Bowers, SIOR and VP Randy Hoye represented Astral Health & Beauty in the lease of 16,989 square feet of office space at 3715 Northside Parkway in Atlanta.