

PROPER PREPARATION PREVENTS POOR PERFORMANCE

Checking out the new offices of Cushman & Wakefield in Orange County, I had the opportunity to meet with Anya and Eric to see the new space and discuss trends in the market, CoreNet and words that Eric lives by.



There are monumental changes to life today where every product type is evolving or changing on a regular basis. Things need to be more dynamic with how they are delivered and offer more flexibility primarily due to autonomous vehicles and technology to name a few. For example, retail went from ordering something with a 6-8-week lead time to 2 days to immediate. The way of retail will never go back, but what it will become other than ecommerce is more experiential which causes greater expense and higher risk. Instantaneous data and the popularity of social media has caused us to make big decisions that might have larger impacts than we originally thought.



Offices have already gone through many evolutions such as telecommuting, off-site working, open space with collaboration and flexibility, but really what works best for you? Most will agree a nice well-lit open space, and wellness areas are important, but may not provide enough focus space to work. The trend is really trying to understand what the client wants and needs. They do this through surveys, finding out what is important, how they work and what they do -- all the details so the right SF is established to support the wants and needs of the client.

In Orange County, it is more of an organic market – growing and shrinking with those large tenants coming up only once a year. Everyone is looking to find the best home with the right amenities or “table stakes” such as a gym, café, outdoor space, electrical charging, mobile salons, food trucks, and farmer’s market with access to freeways for ease of travel. However, what is impacting the tenant most is the cost for relocation. As costs rise, tenants are leaning toward renewals in lieu of moving. Tenants are working more with what they have despite the desire for new space.

Eric has been involved over the years with CoreNet. He shared that, “Real estate professionals can’t afford not to do it.” It provides a collaborative setting that allows us to talk about best in class, along with providing creditability. Lastly, it is a venue for brokers to get to know the real estate community. Eric’s personal motto is the five P’s: **Proper preparation prevents poor performance.** He learned this from a high school coach and has continued to live by it. He added, “Be honest, do your homework, believe in your message, and be enthusiastic. In the end, your brand is your word.”



Eric says his greatest achievement was, “Talking my wife into marrying me.” He was born and raised in NP and comes from a long line of teachers and coaches. He is heavily involved in the community and finds volunteering his time in many organizations beneficial for not only his business but his personal growth.

Thanks Eric and Anya for your time, words of wisdom and most of all your Platinum sponsorship.