

## ALWAYS DO WHAT YOU SAY YOU ARE GOING TO DO!

The Savills logo, featuring the word "savills" in a lowercase, red, sans-serif font.

We had a moment to chat with Jeff Manley at Savills Studley to catch up with him on trends and words of wisdom for others.

One good trend in the market is the economic stimulus, which is giving the opportunity for clients to expand. It has provided the confidence for clients to hire, which means they are expanding and reinvesting in their companies. It equates to higher pay or more headcount or both. Space is being consumed at a high rate, even though many large campuses are being vacated. Being fortunate to be involved in some large deals in Orange County, Jeff and team pride themselves on helping businesses navigate the challenges they face relative to growth strategically. Their team is well-versed in coming up with solutions which has led to their success. Jeff finds that despite the open office trend, their office space (which is more traditional), helps attract and retain the best talent.

With clients in the growth sectors, they provide solutions for fast growing companies such as information management or bio tech. These companies tend to have more venture capital money giving them an opportunity to start small and to grow and grow fast. Rapid, nibble and flexible are needs that his clients are demanding. Flexibility in the office to adapt to change and reconfigure their real estate needs. Growth is faster and hard to keep up with market demands.

Jeff has been involved in the CoreNet board over the years, and he encourages his employees to be involved and active as well for networking and business development. The time is well spent and provides a good value for Corporate Real Estate professionals. It is a common place to find like-minded individuals and is the industry group for Corporate Real Estate. Absence of involvement shows you are not taking the profession seriously, an industry standard.

Being a dad and parent is the greatest thing Jeff has ever experienced. His son asked him to be best man at his wedding, which was beyond anything he could have hoped for. To have an impact on someone's life, to stand up in front of your friends and say, "I want you to stand next to me," touched him and showed that he did something right.

Jeff is a networker. Business is based on trust. Involvement and being seen shows that you are trustworthy. Words of wisdom come down to two things – do what you say you are going to do and respond via email or phone call. Communicate. The more you communicate the more effective you are. These are simple words to live by and circle back to trust and loyalty, which has led to Jeff's success.



*Thanks, Jeff, for your support of CoreNet over the years. I sincerely enjoyed the conversation.*