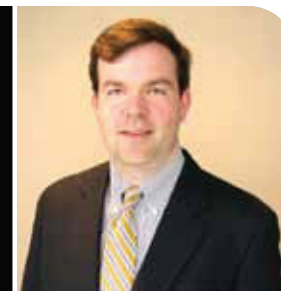


BY CHET SIE BUTLER



Addison Meriwether,  
Cushman & Wakefield

## Addison Meriwether: CUSHMAN & WAKEFIELD'S YOUNG GUN

A day in the life of Addison Meriwether – a Director with Cushman & Wakefield, a CoreNet Global Young Leader and a father of two – is definitely never dull, which, he claims, is just one of the reasons he loves his job.

Getting into corporate real estate (CRE) was a natural fit for Meriwether, having graduated with a business degree and having worked for a local commercial electrical contracting firm throughout college. He began his career as an office tenant broker with Insignia/ESG in 2001 and says he had the pleasure of working with talented people who offered opportunities for him to learn and guided him in the right direction.

He moved into a formal partnership at Cushman & Wakefield in 2003, which morphed into a mega team in 2006.

### All in a Day's Work

Meriwether's role on his team of five is that of what he calls a "utility player."

"I conduct a significant amount of business development, and I am also involved in transaction management," he says. "My role changes from day to day; communicating with clients, managing conference calls, attending various meetings, reviewing documents."

Most of the clients with whom he deals are North America based, but some are also global, and Meriwether manages a lot of his transactions through field brokers across the country who can handle them locally.

"I enjoy the self management, the entrepreneurship that goes with being a tenant representative broker. It's very exciting, and it's never the same," he says. "I do

have the privilege of managing my own day, but one must have a lot of discipline to be successful in this business."

### Lessons Learned

Providing excellent service to its clients is the most important thing at Cushman & Wakefield. Because of that, Meriwether has become adept at changing gears in the middle of a project to respond to a client's need, which he says adds a little adventure to his day.

Because the world of CRE can be a roller coaster at times, he suggests enlisting a mentor – someone there pushing you, helping you grow and making you accountable.

"In my role where I'm working on large transactions, I can't let myself get swept up too much on the successes. Problems present themselves at every corner, and we have to constantly learn and adapt," says Meriwether. "Having someone around to push you outside your comfort zone is very important. Fresh ideas and or opportunities will pass you by if you don't stay on your toes."

### But Speaking of Success...

About seven years ago, a simple cold call and some persistence really paid off for Meriwether, who did some investigating on how an international retailer handled its CRE. After a few months of determination, he got an invitation to come out and meet with them and ended up managing their portfolio of more than 20 corporate offices around the country. He is now working on multiple CRE transactions outside of retail, which has included opening a 600-person call center and an international headquarters.

"I would say the key to success is persistence, and then if you provide good service and the client trusts you and looks to you as a reliable source, the relationship and opportunities grow," he says. "Being nimble and able to respond to a client's sudden needs is crucial."

As far as future goals, Meriwether plans to boost the recognition of his firm and his team; foster its relationships; and provide services to more firms locally, nationally and internationally.

"Our multiple service lines are great value add – it is not just the brokerage but also capital markets, valuation and consulting that could be an excellent opportunity for our clients," he adds.

### Checking in with CoreNet Global

As soon as Meriwether joined the organization, he became extremely active as a Young Leader and was one of the youngest members to be voted onto the Atlanta Chapter board, which was a result of his desire to make a difference.

"My attitude was if I'm going to do this, I'm going to do it 110 percent," he says. "I have enjoyed the opportunity to get involved on the board level, take a leadership role and develop some really valuable relationships."

Meriwether is on his way to achieving his MCR designation, where upon he will apply what he has learned toward his client interactions.

"At Cushman & Wakefield, we take CoreNet Global very seriously, and we are large participants in every aspect," he says. "At Summits I am able to spend time with some of our brokers from all over the country, which has proven to be both personally and professionally beneficial."