



SPOTLIGHT:

Service Provider  
Growth Through  
Mergers &  
Acquisitions



One of the great opportunities that we have at CoreNet is to see how the Philadelphia Real Estate Community continues to evolve through company mergers and acquisitions. Evolution has come in many forms since 2009, a few examples include: Stantec acquired Burt Hill Architects and Granary Associates, Newmark acquired Grubb and Ellis as well as local powerhouse Smith Mack, Meyer formed an alliance with other architectural firms nationwide to form One Global Design. Each power play had a different goal, in the case of Stantec and Newmark it was to gain more of the local market share; while Meyer gained the ability to serve their clients nationwide.

Most recently two organizations took very different paths in their evolutionary process. Environetics Design joined NORR, a Toronto based global architecture/engineering/interior design/planning firm for commercial, government and institutional buildings. While Concordis Real Estate Advisors created a strategic partnership with SVN International Corporation, a full service commercial real estate franchisor. This is the tale of two organizations who sought change to improve their business visions.

Back in 2009 when the economy was in deep recession, seven Philadelphia-based Principals of Cubellis, a Boston-based AEI firm with 14 offices worldwide, came together to create Environetics Design, Inc. and joined with two former Cubellis offices and one non-Cubellis office to form Environetics Holdings LLC. Under the LLC, each of the four offices was independently owned and operated but shared a common brand, portfolio, staff resources and website and offered clients a national presence.

The Philadelphia office operated very leanly in the beginning as 15 staff members plus the seven Principals volunteered their time until positive cash flow had been established. Upon establishment of a positive cash flow salaries were implemented and the original 15 staff members received shares in Environetics in recognition of their founding efforts. By 2015 the office grew adding another location in Malvern and 65+ FTEs providing Architecture, Engineering and Interior Design services to the regional market. During this time shares in the company were also offered

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Volunteer Spotlight

**Rhonda Coleman**

PHMC (Public Health  
Management Corp.)

Co-Chair Membership  
Committee



**The best CoreNet benefit to me and my company is...** Networking with other end-users discussing industry trends and tools utilized to maximize the ROI of our real estate portfolios.

**The 2017 CoreNet event I am most looking forward to is...** Eastern Regional Symposium

**I am originally from...** New Jersey

**Growing up, I wanted to be...**  
A Cosmetologist!

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Don't Miss These Events!

Apr. 12: **Saint-Gobain,  
A Headquarters Re-Imagined**  
Saint-Gobain Headquarters, Malvern, PA

Apr. 20: **Mentor Series – Session #2**  
TBD

Jun. 5-6: **2017 Eastern Regional Symposium**  
NYU School of Law, New York, NY

Jul. 31: **CoreNet Philadelphia/NAIOP  
Annual Golf Outing**  
Union League Golf Club, Torresdale, PA

Sept. 28: **Mentor Series #3**  
TBD

Nov. 5-7: **CoreNet Global Summit**  
Washington State Convention Center, Seattle, WA

Visit the [events section](#) of the chapter website for more information and to register.

## CoreNet Global Knowledge Center and Research

The CoreNet Global Knowledge Center is the single source for corporate real estate research. An important benefit to our members, the library contains original research, member organization publications, market reports and industry specific research reports and white papers. Search for what you need, browse the knowledge topics and simply ask the Librarian if you need assistance.

Get started with the Knowledge Center:

[Log in](#) with your CoreNet Global account  
[Ask the Librarian a question](#)



## Executive Committee Greater Philadelphia Chapter

President:

**Chuck Bagocius, MCR** • TD Bank

Treasurer:

**Matt Knowles** • CBRE

Secretary:

**Brian Edmonds** • Concordis Real Estate Advisors

Past President/Advisor:

**Ken Zirk** • CBRE

Past President/Advisor:

**Jerry O'Brien** • Comcast

CoreNet Global  
133 Peachtree Street, N.E., Suite 3000  
Atlanta, GA 30303

## Letter from the President

Dear Chapter Members,

Sitting in my Philadelphia office mid-February, I never would have imagined that I would be staring out the window at 65 degrees. With spring here, the Philadelphia Chapter is revving up for a year full of exciting learning, networking and community reinvestment opportunities.

February brought the next of our End User Dinners. Attended by End Users only, the end user dinner was an excellent opportunity to share best practices with your End User peers.

March 1st kicked off our Young Leaders Mentor Series for 2017. Following the tremendous success of our 2016 Mentor Series; again we will be bringing mentors and mentees together over a period of 6 months for a series of sharing sessions focused on leadership in corporate real estate. This three-part series will include both panel discussions and an interactive dialogue and will focus on the various perspectives, goals and challenges in a single transaction from four experienced mentors with diverse real estate roles, skillsets and backgrounds.

Spring into summer will bring several Philly Chapter annual events including the summer social (to be held at the new FMC Tower) and the CoreNet/NAIOP Annual Golf Outing (Union League Golf Club). In addition, members of the Philadelphia Chapter will be heading to New York City for the Eastern Regional Symposium (ERS). The event theme is “Place Matters” and program content will explore the interconnection of workplaces, technology, and communities. The event offers something for everyone... tours around NYC, relevant educational sessions, fun social events and more.

As always, I look forward to seeing you at our events. It’s you, along with all of our committed members, who make the Philadelphia Chapter a success. I’m honored, as Chapter President, to lead and serve the chapter along with a dedicated Board, as we look work together to make 2017 another successful year.

You can find additional details on all the above events at the Philadelphia Chapter Web Site ([www.phildelphia.corenetglobal.org](http://www.phildelphia.corenetglobal.org)).



Sincerely,

**Chuck Bagocius, MCR**  
Director of Strategic Occupancy Planning, TD Bank  
President, CoreNet Global Greater Philadelphia Chapter

## April 12: Saint-Gobain, A Headquarters Re-imagined



**Click here  
to register  
today!**

Learn how the Real Estate and Design team partnered with Saint-Gobain to identify guiding principles for the project. Understand the key steps that established the workplace strategy approach, and experience the transformation that defined a successful outcome.

### Panelists:

**Maureen S. Byrne**, Manager of Projects, Interior at Jacobs

**Tamara S. Mueller**, Manager, Headquarters Communication at Saint-Gobain

**Lisa McGregor**, Director of Planning, Planning Strategist at Jacobs

**Robert A. Fogarasi**, Vice President & Senior Project Manager at Binswanger

### Moderator:

**Kimberly Bomberly Smith**, Senior Director of Workplace Strategy at Knoll

## EVENT DETAILS

**Date:** Wednesday, April 12, 2017

### Schedule:

7:30 - 8:00am	Arrival & Networking
8:00 - 8:45am	Building Tours
9:00 - 9:45am	Panel Discussion
9:45 - 10:00am	Networking

**Location:** Saint-Gobain Headquarters, 20 Moores Road, Malvern, PA 19355

**Fee:** Member/\$15, Non-Member/\$30

June 5-6:

## Eastern Regional Symposium Heads to NYC this June!



Join more than 400 corporate real estate professionals from the seven chapters in the CoreNet Global eastern region at the 2017 ERS! The ERS is headed to NYC this June 5-6 and will be held at the NYU School of Law. The event theme is “Place Matters” and program content will explore the interconnection of workplaces, technology, and communities. The event offers something for everyone... tours around NYC, relevant educational sessions, fun social events and more. Visit the [website](#) for more information or [click here](#) to register.

The ERS is a members-only event. Registration is now open to all CoreNet Global End User Members, only. Registration will open to all members and event sponsors in mid-March. Contact [ers@corenetglobal.org](mailto:ers@corenetglobal.org) for questions.



Seattle: November 5-7 2017

## CoreNet Global Summit 2017

### Blurring the Lines: Transcending Boundaries

The world is drawn on maps with lines that divide countries, cultures, people, politics, economies and ideologies. Let's face it — we have live in a walled world.

Whether physical or virtual, real or perceived, the barriers that separate people and places are widely recognized as part of our personal and professional lives. Walls have long divided corporations from society, work from home, managers from workers, function from function, cost centers from revenue generators and the list goes on. But in many work environments hard lines have softened. Rigid rules have been bent. Previously unbreachable boundaries have been permeated.

Dramatic changes in the business environment, globalising markets, demographics, risk and technology have altered the structure of the enterprise. Empowered consumers expect a total customer experience. Brand equity is king. Big data and security risks are the new norm. These seismic shifts require transformational thinking and integrated solutions. Corporate real estate professionals like you and the corporations you work for, must examine — and exploit — the many implications of blurred lines at a time of unprecedented uncertainty. The 2017 CoreNet Global Summits will explore ways you can transcend traditional boundaries through divergence.

[Early Bird rates expire June 19th](#)

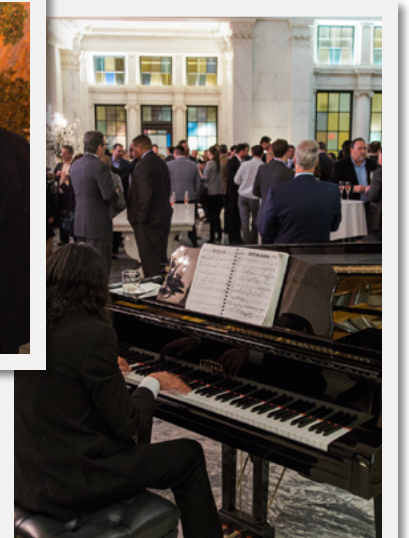
**Click here  
to register  
today!**



## EVENT RECAPS

### Post-Holiday Party

Over 80 real estate industry professionals kicked off 2017 during a lively evening at the Philadelphia Chapter Post Holiday Party at The Dream Garden at The Curtis on January 25. It was well attended by both members and non-members from end user and service provider companies. The highlight of the evening was the grand dinner display provided by Cescaphe Event Group. The menu included a full dinner selection from Asian inspired cuisine to Italian bites, and of course an open bar. All extra food was donated to the Philadelphia Homeless Community through Cescaphe's donation program. Now that our winter social event is over, we hope you are "thinking spring" and looking forward to our Summer Social in June. Details will be announced soon!



March 9:

### It's All about the Cloud

The event went extraordinarily well. We had a full house of engaged folks and we didn't want this event to end! We had three end users that spoke to their experience, an attorney representing the legal complexities, a cyber security expert, a cloud-based guru, and PECO. Overall, the panel was able to address a lot of different aspects of the cloud industry and created a very comprehensive overview for those thinking about or familiar with the cloud transition.



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## Spotlight: Service Provider Growth Through Mergers & Acquisitions *continued from page 1*

to additional staff. As the firm continued to grow, the need for a robust infrastructure such as Human Resources, Marketing, Operations, Technology and Accounting also grew.

To sustain the growth trajectory combined with leadership's desire to provide long term stability and opportunity for the next generation, the Principals worked with a management consultant to develop a long range strategic plan. It was founded on three principles: superior service, quality design and knowledge driven projects. The ultimate goal was a deeper bench of professional services, expanded resources, global capability to support clients, and an organization that provided long term growth opportunities for its employees. Three options were considered: continue to grow organically, acquire another firm, or find a partner to merge with. Environetics was highly profitable and financially stable which allowed them to be very considered and thoughtful in which of the 3 options offered greatest benefit. Ultimately the decision was made to seek a merger partner that would acquire the Philadelphia office of Environetics. Effective April, 2016 the Philadelphia office joined NORR.

The Environetics and NORR marriage came about somewhat organically. The former Chicago Cubellis office had merged with NORR in 2010. Over the years, NORR Chicago and Environetics Philadelphia collaborated on several projects which provided an introduction to and insight into NORR. NORR's strategic plan was to grow within the US and have a strong presence on the east coast. Through the acquisition, NORR gained its East coast presence as well as a strong portfolio for corporate, data center, academic, healthcare and industrial projects. Conversely, Environetics gained a partner who is global and possesses a strong portfolio in transportation, government, retail, Higher Education and mixed-use projects. NORR's global presence allows Environetics to compete with major firms for larger and more complex projects. Ultimately the acquisition accomplished the Environetics Principal's strategic business goals and secured the future for the second generation of shareholders and staff.

In 2003, Brian K. Edmonds, then an 18 year veteran in the Philadelphia commercial real estate industry, founded Key Commercial Real Estate Advisors, a firm focused on tenant rep and the first minority owned business of its kind in the Tri-State area. A year later the firm joined with Concordis Real Estate Inc., an alliance of 10 minority and woman owned commercial

real estate companies with offices in Oakland, Washington DC, Atlanta, Memphis, New York City, Dallas, and Houston . The goal of the alliance was to win larger national opportunities as a full service Commercial Real Estate firm. In early 2010, the alliance was streamlined and restructured as Concordis Real Estate Advisors and led by four partners, including Edmonds, realized several early significant successes via multi-market business assignments with notable clients including three major Fortune 500 companies.

Fast forward to 2016, SVN International Corp., founded as Sperry Van Ness and headquartered in Boston, was looking to expand into the Philadelphia CBD and approached Edmonds. With the early national business successes of Concordis Real Estate Advisors waning, Edmonds saw the national platform offered by SVN International Corporation as an excellent opportunity for continued business growth, both locally and nationally and in the 4th quarter of 2016, agreed to join with SVNIC.

Now operating as SVN | The Concordis Group, the company is now one of the 200+ SVN offices and 1500 professionals nationwide. The expanded SVN platform provides The Concordis Group access to cutting edge real estate technology tools, full service lines of business, a wider variety of property types, as well as the recruiting and marketing platforms that are offered by its international competitors like JLL, CBRE etc. Additionally, the partnership structure allows Edmonds to retain ownership of the office and thereby maintain and continue to leverage its minority owned business status. In short, it is a small business within a large business.

The future is already looking bright in both business marriages. NORR Philadelphia employees have expressed appreciation that their management was planning for their future, providing job security in an industry constantly fraught with economic uncertainty. The collaboration amongst the offices have resulted in data center, retail banking, healthcare, government and corporate headquarter opportunities for the local Philadelphia and Malvern offices. SVN Concordis Group is currently partnering with other SVN offices to pursue corporate real estate opportunities. The SVN professional development platform has also opened doors with new recruits. As both NORR Philadelphia and SVN Concordis Group continue to grow, they recognize the importance that CoreNet Philadelphia and the global CoreNet platform can have in their success.

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## Volunteer Spotlight *continued from page 1*

**The best piece of advice I ever received is...** "Teamwork makes the dream work"

**The best book I've read is...** "The Secret"

**My favorite thing about Philly is...** The energy

**If I had to take a tourist to one Philly destination, it would be...** "Old City Philly"

**My favorite restaurant is...** Vernik

**My favorite vacation destination is...** Hawaii



## Call for Volunteers!

CoreNet Philadelphia is looking for eager volunteers! There are many ways to get involved such as helping a committee, hosting an event at your facility, speaking at an event, writing an article for the newsletter, and more. Please [let us know](#) if you are interested!

**NOTE:** You must be a CoreNet member to volunteer for a committee.



## Welcome New Members

Kai Olsen • HOK

Simon Powles • Starr Catering Group

Patricia Sullivan • Advanced Office Environments

David Wilk • Johns Hopkins Carey Business School

Audrey Fedele Hartwell • Spectrum, A Certified Herman Miller Dealer

Joe Michalik • Bentley Mills



# NEWS

Winter 2017

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