

LOS ANGELES BUSINESS JOURNAL

Volume 32, Number 11

March 15 - 21, 2010

\$3.00

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LOS ANGELES BUSINESS JOURNAL 35

MARCH 15, 2010

Overhauled Brokerage Beefs Up in Los Angeles

RESTRUCTURE: Colliers says scuttling network led to scoring new talent.

SINCE centralizing its business structure in December, Colliers International of Seattle has been busy hiring and promoting others within the company in Los Angeles.

In January, Colliers hired top multifamily broker Kitty Wallace, who was formerly with Sperry Van Ness. It also has promoted Darrin Kennedy and Bret Hardy to newly created national managing director positions.

Previously, Colliers operated as a network, with individual offices doing business on their own. In December, the company combined its operations with FirstService Real Estate Advisors, formerly the biggest independent group in the Colliers network. Former groups in the network that are now part of the cohesive company have retained equity in their offices.

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DANIEL MILLER



Martin Pupil, regional managing director for Colliers in Los Angeles, said that when the company operated as a network, sometimes offices would compete against each other for business. That will no longer be the case.

"There is no more fragmented ownership; it is one direction, one common vision," he said. "Clients have asked for us to stop being fragmented."

Pupil said the change to the business structure played a role in landing Wallace and other brokers. It has also created new positions within the company, now that it has more streamlined operations.

As part of the changes, Kennedy is the national managing director for government services and Hardy is national managing director of corporate finance.

Colliers has seven offices in Los Angeles County.