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Conrad joins realty advisory firm

Commercial Advisors lands ex-Crow exec

By **Amos Maki**
[Contact](#)
January 5, 2007

Former Trammell Crow Co. Memphis city leader Kemp Conrad is joining Memphis-based Commercial Advisors LLC, the city's top commercial real estate advisory firm.

Conrad -- whose move to Commercial Advisors is part of the fallout from CB Richard Ellis Group Inc.'s \$2.2 billion buyout Trammell Crow Co. -- will focus mainly on client advisory while also trying to grow the third-party management and leasing business.

"I wanted to go with the recognized market leader in tenant advisory services and that is Commercial Advisors," Conrad said. "They have the best platform to serve my clients and it's a great opportunity to continue to learn and grow my real estate career with the great people at Commercial Advisors."

Larry Jensen, president and CEO of Commercial Advisors, said hiring Conrad was a coup.

"I think he did a remarkable job at Crow and I think, frankly, it surprised people," Jensen said. "As a young guy in this business he did something many people thought wasn't possible."

Two years after its local office imploded, Conrad and Dallas-based Trammell Crow began pushing their way back into local office and industrial leasing sectors. While its real estate services staff was small compared to market leader CBRE Memphis, Conrad and Trammell -- using aggressive pricing and shoe leather -- were able to create some momentum.

Under Conrad, Trammell Crow garnered a contract handling new leasing for Jackson, Miss.-based Parkway Properties' 660,000-square-foot Downtown office portfolio.

The company also assumed management and leasing duties for In-Rel Management Inc.'s Memphis portfolio as well as management of three office buildings in Birmingham and a retail center in Clarksville, Tenn.

In-Rel's Memphis portfolio includes the 650,000-square-foot Clark Tower, Lynnfield Office Park, Poplar Towers at 6263 Poplar and the Lipscomb Pitts building on Union Extended.

As part of the partnership, Trammell Crow moved from Audubon Woods office park to Clark Tower.

Kemp Conrad

Kemp Conrad is joining Memphis-based Commercial Advisors LLC.

Hometown: Atlanta, Ga.

Residence: Memphis

Age: 33

Hobbies: Family, politics and community building, golf and hunting.

Years in real estate: Four

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