

20
YEARS

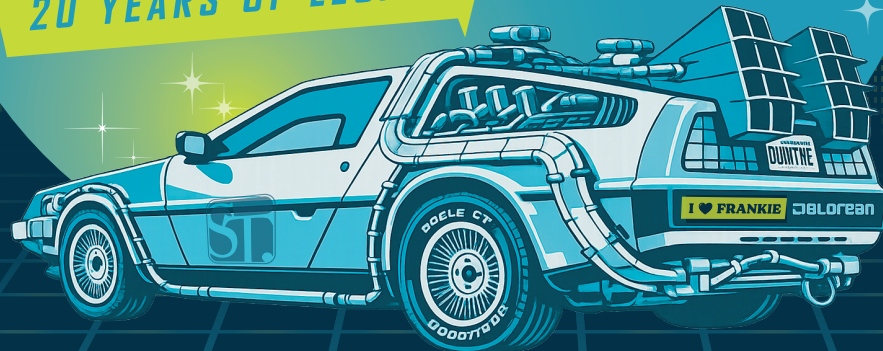
FranklinStreet

2026 SALES SYMPOSIUM

BACK TO THE FUTURE

20 YEARS OF LEGACY

AND THE
OPPORTUNITY AHEAD



“Your future is whatever you make it.
So make it a good one.”

— Doc Brown (*Back to the Future*)

STORY BEHIND
THE THEME

This year, as Franklin Street celebrates its 20th anniversary, our theme is inspired by the hit 1985 movie Back to the Future. We're taking this milestone moment to reflect on what has built our legacy, while looking at the road ahead.

But what has brought us to where we are today? Spoiler alert; it wasn't a riveting performance of Johnny B. Goode at the Enchantment Under the Sea dance.

It was intentionality that was present from day one of our founding, beginning with the type of character that defined our first hires.

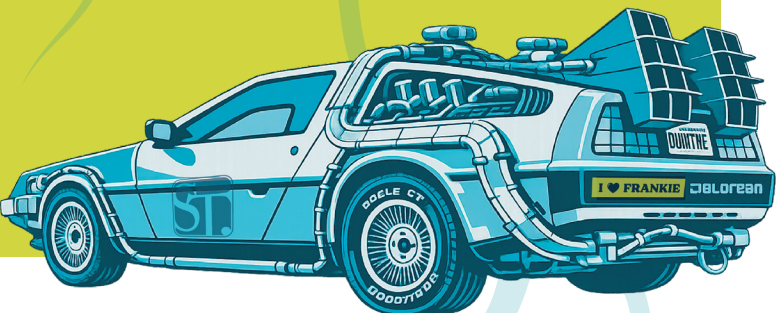
That same character remains present today and will continue far into the future.

Entrepreneurial spirit. Resiliency. Collaboration. Our core values and the culture that has defined our firm. Without these, we wouldn't be Franklin Street, and if you didn't embody these qualities, you wouldn't find yourself in this room, a part of this team, and an integral part of our future.

Our past is our prologue, and the opportunity laid out at our feet is boundless, but only if we embrace the challenge, and keep pushing forward.



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OUR CULTURE

400+
Team
Members

2100+
Clients
Served



Mission Statement

To be the revolutionary force in commercial real estate. We foster a collaborative environment where our people are empowered to share their ideas and pursue their aspirations with purpose. We believe that by supporting our people to achieve their full potential, we will deliver meaningful and lasting value

to our clients and communities. We are driven by a fundamental belief that true success is built upon cultivating meaningful and authentic relationships with all of our stakeholders. By pursuing our vision, we aim to constantly challenge the status quo and inspire change in our industry.

Vision Statement

To be the revolutionary real estate firm, with a deep sense of purpose and a relentless drive to push boundaries, create lasting value, and reimagine what is possible for our clients, our communities and each other.

Capital Markets

Our Capital Markets division provides investment sales and capital advisory services to institutional clients, private equity firms and family offices through a fully integrated platform designed to support the full lifecycle of an asset.

Leasing

Our teams serve as partners with our clients providing integrated solutions across all leasing segments. Through a collaborative, full-service approach, our professionals support client objectives with market expertise and long-term partnership.

Our Services



Insurance Services

Strategic counsel that protects and enhances the value of our clients' investments through creative program design, aggressive market execution, and a platform built for how our clients actually operate.

Management

Our Management Services division provides project management and property management support through an integrated approach focused on operational efficiency, strategic oversight and long-term asset performance.

JOURNEY THROUGH TIME

AGENDA OVERVIEW

fs-salessymposium.com



bitly

SUNDAY, JULY 12

1:00 - 4:00 PM	Clocktower Classic Pickleball Tournament	Tampa Pickleball Crew 1701 E. 2nd Ave, Tampa
3:00 - 5:00 PM	Guest Welcome and Check-in	Westshore Grand 4860 West Kennedy Boulevard, Tampa
5:00 PM	Retail, Office and Industrial Leasing Business Line Event	Beacon Tampa Rooftop Lounge 510 Water St, Tampa
5:30 PM	Project Management Business Line Event	Forbici Modern Italian 183 2nd Ave N, St. Petersburg
6:00 PM	Insurance Business Line Event	Whiskey Cake 2223 N Westshore Blvd, Tampa
7:00 PM	Capital Market Business Line Event	World of Beer 5311 Avion Park Dr, Tampa

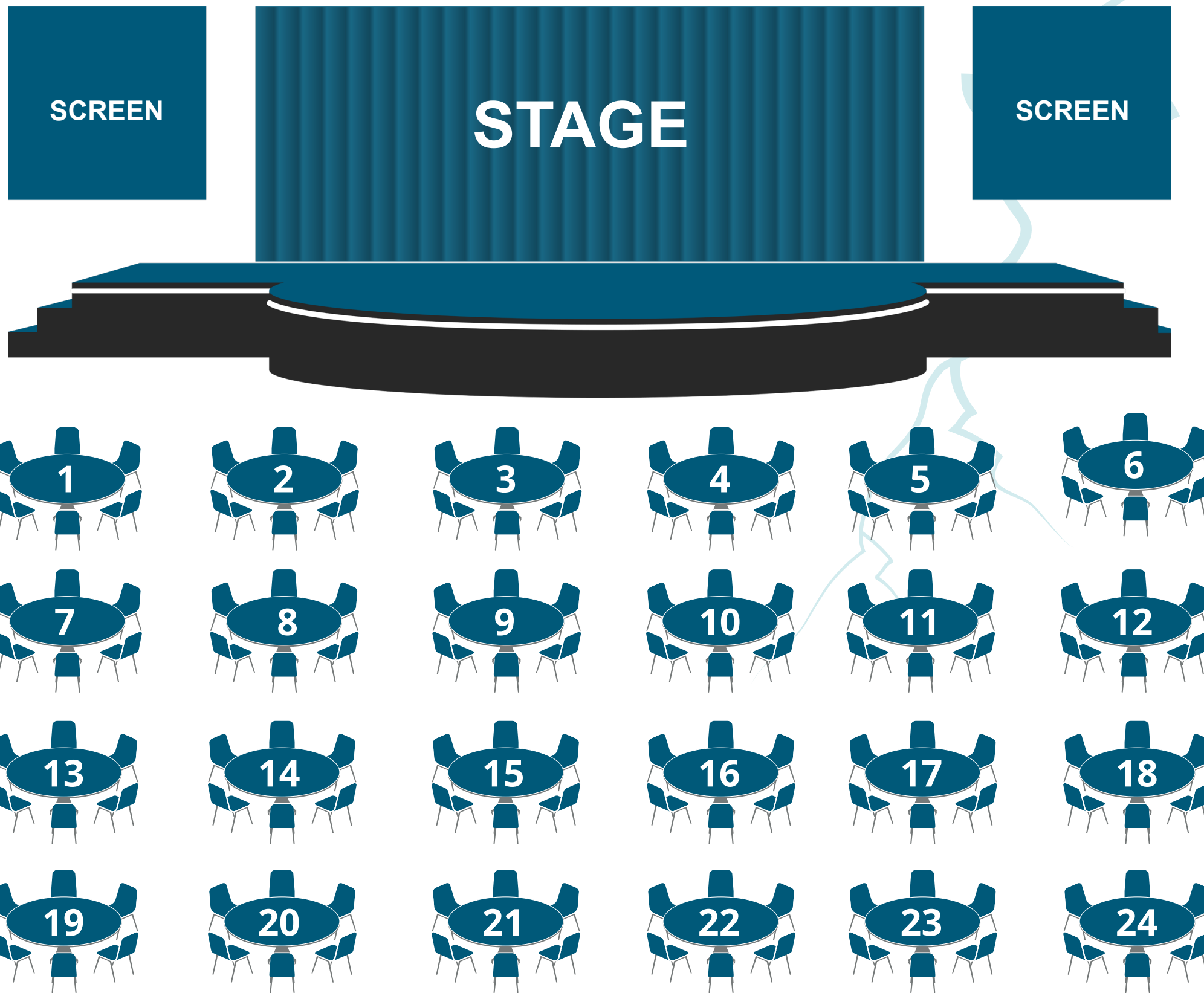
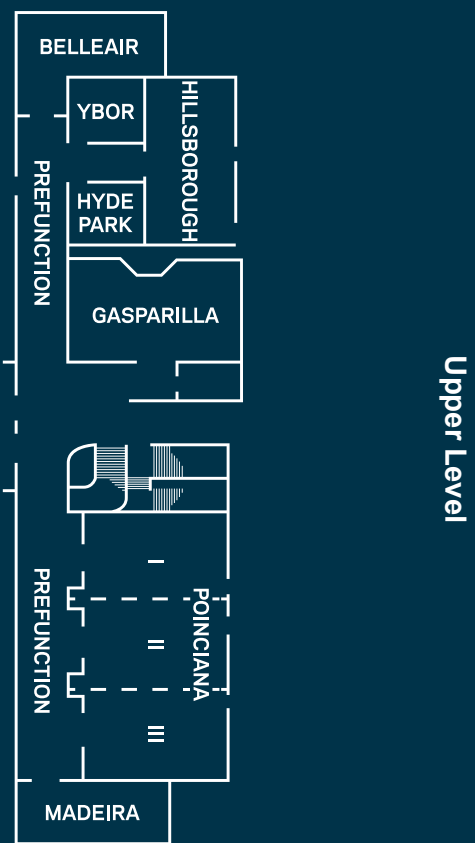
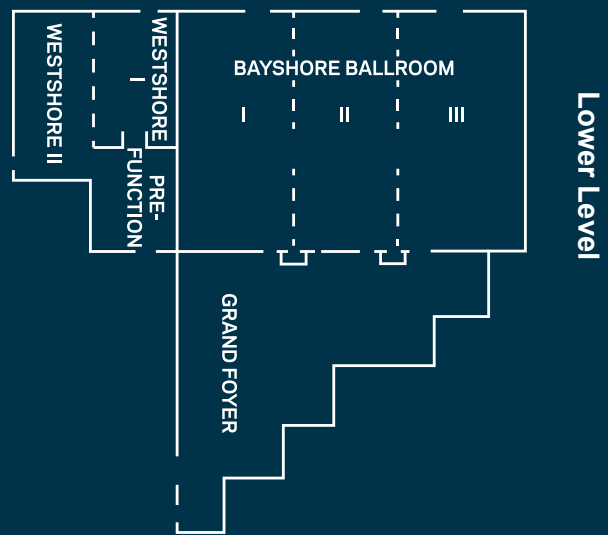
DAY 01 - MONDAY, JULY 13

7:30 - 8:30 AM	Breakfast	Grand Foyer
8:00 - 5:00 PM	Headshots	Grand Foyer
8:30 - 8:40 AM	Welcome Remarks	Bayshore Ballroom
8:40 - 9:00 AM	Our Platform	Bayshore Ballroom
9:00 - 10:55 AM	Roundtable Sessions	Bayshore Ballroom
10:55 - 11:15 AM	Break	
11:15 - 11:30 AM	Team Challenge Round 1	Bayshore Ballroom
11:30 AM - 12:15 PM	Capital Raise Presentation	Bayshore Ballroom
12:15 - 1:00 PM	Lunch	Grand Foyer and Bayshore Ballroom
1:00 - 5:30 PM	Business Line Breakout Sessions	Assigned Breakout Rooms
6:00 - 6:30 PM	Franklin Street Shuttle to Dinner	Urban Centre West Entrance (Occidental, near Publix)
6:30 - 10:00 PM	Franklin Street Dinner	Boulon Brasserie

DAY 02 - TUESDAY, JULY 14

7:30 - 8:30 AM	Breakfast	Grand Foyer
8:00 - 1:00 PM	Headshots	Grand Foyer
8:30 - 8:45 AM	Welcome Remarks	Bayshore Ballroom
8:45 - 9:00 AM	Team Challenge Round 2	Bayshore Ballroom
9:00 - 10:15 AM	Running Your Business Panel Discussion	Bayshore Ballroom
9:00 - 10:15 AM	Practice Group Meetings	Assigned Breakout Rooms
10:15 - 10:30 AM	Break	
10:30 AM - 12:30 PM	Agent Choice Breakout Sessions	Assigned Breakout Rooms
12:30- 1:15 PM	Lunch	Grand Foyer and Bayshore Ballroom
1:15 - 1:30 PM	Team Challenge Round 3	Bayshore Ballroom
1:30 - 2:45 PM	State of the Street	Bayshore Ballroom
2:45 - 3:00 PM	Break	Westshore Grand Main Entrance
3:00 - 3:30 PM	Closing Remarks	Bayshore Ballroom

TIME STOPS





ROUNDTABLE DISCUSSIONS

ROUND 1 9:00 - 9:35

1	Andrew Wright	The Keys to Success: 20 Years in the Making
2	Tony DeSisto	Back to the Future: The Next 20 Years
3	Kurt Keaton	Growth and Expansion - Strategy and Impacts
4	Jess Johnson	How to Prepare and Deliver Outstanding Presentations
5	Stephanie Ghegan	Empowering Brokers Through AI, Automation & Strategic Marketing
6	Ryan Bohls	Office Occupier Services
7	Greg Matus	Cold Calling
8	Darron Kattan	Staying Organized
9	Avery Jordan	Habits & Time Management
10	Kaylan Knitowski	Using Social Media and Branding to Win Listings and Opportunities
11	Shaun Mayberry	Land Conversion and Adjusting Land Use Strategies
12	Andy Zahn	FS Financials and You! - Everything You Want to Know and More
13	Greg Eisenman	AI in Day to Day Brokerage
14	Zach Ames	Relationship Building
15	Brian Bern	Eat Mor Dealz: A Retail Tenant Rep's Perspective Representing Chick-fil-a
16	Lorenzo Gonzalez	Getting Through the First Few Years and Making the Rewards Trip
17	Matt Harrell	Building a Team Using the ICE Model
18	Brad Young	Making Yourself Invaluable to the Client
19	Michael Shadeed	Getting a Seat at the Table with Larger Prospects
20	Pat Kelly and Joe Etter	Distressed Special Servicer Assets
21	Alex Ramos	What Data Can Do for You
22	Jonathan de Maa	Bus. Tech - Frankie, ClickUp
23	Kevin Werner and Dominic Macolino	How Ally Capital Group Underwrites

ROUND 2 9:40 - 10:15

1	Andrew Wright	The Keys to Success: 20 Years in the Making
2	Tony DeSisto	Back to the Future: The Next 20 Years
3	Walt Zaykowski	How to Improve in Person, Online and Media Presence
4	Jess Johnson	How to Prepare and Deliver Outstanding Presentations
5	Stephanie Ghegan	Empowering Brokers Through AI, Automation and Strategic Marketing
6	Ryan Bohls	Prospect Meetings & Getting the Deal Signed Up
7	Greg Matus	First Appointments
8	Darron Kattan	Staying Organized
9	Evan Seacat	Balancing Work and Family
10	John McCalla	Managing Difficult Clients
11	Ben Miller	Current Capital Markets
12	Andy Zahn	FS Financials & You! - Everything You Want to Know & More
13	Alex Wright	How I Use Technology & AI
14	Sam Krueger	Keeping Your Team Organized
15	Matt Alexander	The State of the Office Market
16	Nick Polo	Advice for the Early Years in Brokerage and How to Build Momentum
17	Matt Harrell	Building a Team Using the ICE Model
18	Blake Starbuck	From Rookie to Rainmaker: Identifying, Closing and Developing Junior Agents Directors and Above
19	Jacob Lipoff and Mason Taylor	Cold Calling and Prospecting
20	Pat Kelly and Joe Etter	Distressed Special Servicer Assets
21	Alex Ramos	What Data Can Do for You
22	Jonathan de Maa	Bus. Tech - Frankie, ClickUp
23	Kevin Werner and Dominic Macolino	How Ally Capital Group Underwrites

ROUND 3 10:20 - 10:55

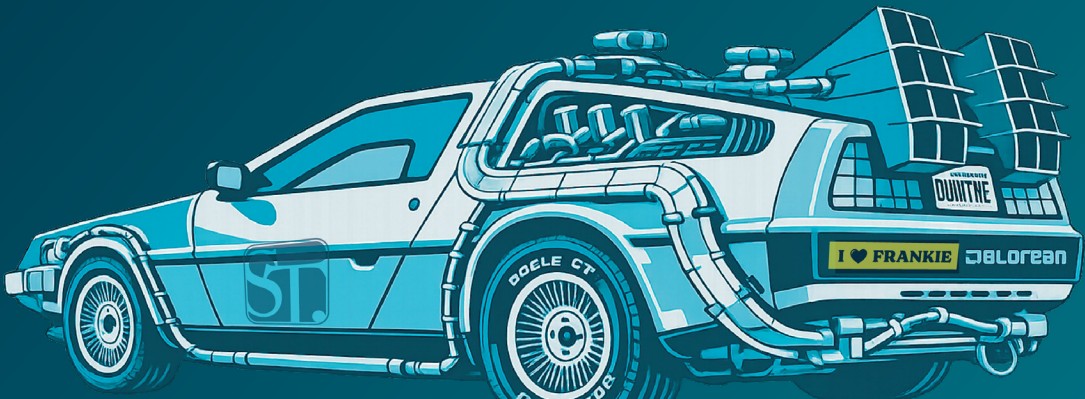
1	Andrew Wright	The Keys to Success: 20 Years in the Making
2	Tony DeSisto	Back to the Future: The Next 20 Years
3	Walt Zaykowski	How to Improve in Person, Online and Media Presence
4	Jess Johnson	Building Your Future Through Community and Industry Involvement
5	Nick Sanfilippo	How to Win More Business Using Project Management as a Competitive Advantage
6	Rafael Romero	Leadership and Leading Teams
7	Rob Bickel	Penetrating Private Equity, Impact on Corporate Real Estate Transactions in the Private Equity World
8	Justin Sturdivant	My Keys to Success for New Agents
9	Marshall Durrett	Managing Client Expectation in a Down Market
10	Jason Donald	Business Development Strategies
11	Patrick Strake	Building Systems and Brand in an Expansion Market
12	Andy Zahn	FS Financials and You! - Everything You Want to Know and More
13	Sterling Hale	Health Habits for Personal Finance and Life in General
14	Abby Walsh	Winning at Work without Losing at Home
15	Len Erickson	Places That Pull: Eatertainment, Activation and the Mixed Use Playbook
16	Preston Reid and Austin Brooks	Institutional Approach to Middle Markets
17	Alice Grimm	How Lease Admin Can Help You Deliver a Better Client Experience
18	Blake Starbuck	From Rookie to Rainmaker: Identifying, Closing and Developing Junior Agents Directors and Above
19	Jared Kahhan	Winning Against Larger Competitors
20	Joe Etter	CRE Legal Issues and How to Avoid Them
21	Michael Conlon	Habits That Led to My Succes
22	Jonathan de Maa	Bus. Tech - Frankie, ClickUp
23	Kevin Werner and Dominic Macolino	How Ally Capital Group Underwrites

BUSINESS LINE
BREAKOUT SESSIONS

BREAKOUT SESSIONS: CAPITAL MARKETS			
1:00 - 1:30 PM	Capital Markets Kick Off	Bayshore Ballroom	Greg Matus and Rob Bickel
1:30 - 2:30 PM	Frankie Overview <i>Associates, Senior Associates and Associate Directors</i>	Gasparilla	Jonathan de Maa
1:30 - 2:30 PM	Capital Markets <i>Directors and Above</i>	Bayshore Ballroom	Andrew Wright
3:00 - 4:00 PM	Taking Ownership of the Market <i>Associates, Senior Associates and Associate Directors</i>	Bayshore Ballroom	Greg Matus
3:00 - 4:00 PM	Institutional Services Groups and Student Housing <i>Senior Directors and Above</i>		Zach Ames
	Multifamily <i>Senior Directors and Above</i>		Avery Jordan and Dan Dratch
	Self-Storage, Healthcare, Land and Retail <i>Senior Directors and Above</i>		Justin Sturdivant
	Hospitality <i>Senior Directors and Above</i>		Clint Hodges
	Analyst <i>Senior Directors and Above</i>		Tom Rybak
4:15 - 5:00 PM	Closing Remarks		Greg Matus and Rob Bickel

BREAKOUT SESSIONS: INSURANCE SERVICES			
1:00 - 1:50 PM	Master Opportunities	Westshore I and II	Matt Harrell
2:00 - 2:50 PM	Leveraging LLMs and Automation to be More Efficient and Effective	Westshore I and II	Vince Postiglione
3:00 - 3:50 PM	Prospect Outreach and Meeting Preparation <i>Directors and Above</i>	Westshore I and II	Matt Armstrong
3:00 - 3:50 PM	FSIS 2030 <i>Senior Directors and Above</i>	Hyde Park	Blake Starbuck and Matt Harrell
4:00 - 4:50 PM	Transactional Risk and FI Opportunities	Westshore I and II	Blake Starbuck
5:00 - 5:30 PM	Lighthouse Risk	Westshore I and II	Aaron Garcia

BREAKOUT SESSIONS: LEASING AND MANAGEMENT			
1:00 - 2:00 PM	Help Me, Help You: Division Heads Panel	Poinciana I, II and III	Blake Starbuck, Nick Sanfilippo and Chad Dewald
2:00 - 3:00 PM	AI	Poinciana I, II and III	Chris Kelly, Stackpoint and Matt Kligerman, Stackpoint
3:00 - 3:30 PM	Break		
3:30 - 4:30 PM	Development Panel: Retail	Poinciana I, II and III	Massimo Rastrelli, Casto and Marc Elias, Benderson
3:30 - 4:30 PM	Workplace Strategy: Office	Gasparilla	Chris White
4:30 - 5:30 PM	Landlord Tenant Collaboration Discussion	Poinciana I, II and III	Carrie Smith
4:30 - 5:00 PM	Marketing Pieces: Office	Gasparilla	Ryan Bohls



PRACTICE
GROUP MEETINGS

PRACTICE GROUP MEETINGS

9:00 - 10:15 AM	Practice Group Meeting: Multifamily	Westshore I and II	Darron Kattan and Garet Marr
	Practice Group Meeting: Hospitality	Gasparilla	Clint Hodges and Preston Reid
	Practice Group Meeting: Office and Occupier Services	Bellair	Chris White and Ryan Bohls
	Practice Group Meeting: Retail	Poinciana I, II, and III	Abby Walsh and Monetha Cobb

AGENT CHOICE
BREAKOUT SESSIONS

AGENT CHOICE BREAKOUT SESSIONS

10:30 - 11:25 AM	Economic Outlook	Bayshore Ballroom	Andrew Wright
	AI and Frankie	Poinciana I, II, and III	Tom Rybak
	Lessons Learned from 50 Years in CRE	Westshore I and II	Bill Hodges and Pete Dannemiller
11:35 AM - 12:30 PM	Team Leadership and Structures <i>Senior Directors and Above</i>	Bayshore Ballroom	Andrew Wright
	Client Discovery <i>Associate Directors and Above</i>	Westshore I and II	Jess Johnson
	Keys for Associates		Ryan Bohls and Garet Marr

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Multifamily
Investment Sales
Ft. Lauderdale, FL

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Regional Managing Director
Retail
Investment Sales
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Executive Managing Director
Co-founder, HWE
Hospitality
Investment Sales
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Investment Sales
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Executive Managing Director
Hospitality
Investment Sales
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Senior Managing Director
Multifamily
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Investment Sales
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Capital Advisory
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Managing Director
Student Housing
Investment Sales
Cincinnati, OH

**PATRICK STRAKE**

Manging Director
Multifamily
Investment Sales
Austin, TX

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Managing Director
Multifamily
Institutional Services Group
Miami, FL

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Managing Director
Retail
Investment Sales
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Managing Director
Capital Advisory
Miami, FL

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Managing Director
Land
Investment Sales
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Managing Director
Land
Investment Sales
Tampa, FL

**BEN MILLER**

Senior Director
Capital Advisory
Tampa, FL

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Managing Director
Multifamily
Institutional Services Group
Tampa, FL

**JUSTIN ANSTEY**

Managing Director
Multifamily
Institutional Services Group
Tampa, FL

**MASON TAYLOR**

Managing Director
Multifamily
Investment Sales
Atlanta, GA

**DAKOTA BROWN**

Senior Director
Capital Advisory
Tampa, FL

**GARY HEESEEMAN**

Senior Director
Healthcare
Investment Sales
Charlotte, NC

**JAMES REA**

Senior Director
Retail
Investment Sales
Orlando, FL

**JONATHAN HAWKS**

Senior Director
Multifamily
Investment Sales
Nashville, TN

**KYLE SAHLSTEN**

Senior Director
Hospitality
Investment Sales
Tampa, FL

**MARK SAVARESE**

Senior Director
Multifamily
Investment Sales
Tampa, FL

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Director
Retail
Investment Sales
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**DAVID PEIRCE**

Director
Student Housing
Investment Sales
Cincinnati, OH

**ELI BUCK**

Director
Industrial Sales
Investment Sales
Austin, TX

**MICHAEL TORMEY**

Senior Director
Hospitality
Investment Sales
Atlanta, GA

**NATE RIES**

Senior Director
Hospitality
Investment Sales
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Senior Director
Healthcare
Investment Sales
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**JUSTIN CAUDILL**

Director
Office
Institutional Services Group
Atlanta, GA

**KYLE TEETS**

Director
Student Housing
Investment Sales
Cincinnati, OH

**MATT STEIN**

Director
Capital Advisory
Tampa, FL

**RYAN WOLD**

Senior Director
Multifamily
Investment Sales
Ft. Lauderdale, FL

**TYLER BYNUM**

Senior Director
Multifamily
Investment Sales
Dallas, TX

**ZACH MOORE**

Senior Director
Hospitality
Investment Sales
Nashville, TN

**RYAN DERRIMAN**

Director
Retail
Investment Sales
Tampa, FL

**TOBIAS COHEN**

Director
Multifamily
Investment Sales
Austin, TX

**ANTHONY SUAREZ**

Associate Director
Retail
Investment Sales
Tampa, FL

**DYLAN MORSE**

Associate Director
Retail
Investment Sales
Ft. Lauderdale, FL

**GRIFFIN GOUDREAU**

Associate Director
Land
Investment Sales
Tampa, FL

**KAYLAN KNITOWSKI**

Associate Director
Retail
Investment Sales
Miami, FL

**CADE JAGGERS**

Senior Associate
Multifamily
Investment Sales
Nashville, TN

**CARTER BOONE**

Brokerage Team Specialist
Multifamily
Investment Sales
Nashville, TN

**GENO CRONIN**

Senior Associate
Multifamily
Investment Sales
Tampa, FL

**LAURA FRETWELL**

Associate Director
Land
Investment Sales
Austin, TX

**LOGAN WOLFINGTON**

Associate Director
Retail
Investment Sales
Atlanta, GA

**ALEC LAU**

Brokerage Team Specialist
Multifamily
Investment Sales
Ft. Lauderdale, FL

**GIOVANNY CASTANO**

Senior Associate
Land
Investment Sales
Jacksonville, FL

**JACK FOLEY**

Senior Associate
Healthcare
Investment Sales
Tampa, FL

**JACKSON WILLIAMS**

Senior Associate
Multifamily
Investment Sales
Dallas, TX

**ALEX GERDAK**

Senior Associate
Multifamily
Investment Sales
Ft. Lauderdale, FL

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Senior Associate
Multifamily
Investment Sales
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Multifamily
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Senior Associate
Retail
Investment Sales
Tampa, FL

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Senior Associate
Retail
Investment Sales
Tampa, FL

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Senior Associate
Self-Storage
Investment Sales
Tampa, FL

**JUSTIN CLARK**

Senior Associate
Self-Storage
Investment Sales
Tampa, FL

**CELINA NOWICKI**

Associate
Hospitality
Investment Sales
Tampa, FL

**COOPER FOLDS**

Business Development
Associate
Land
Investment Sales
Jacksonville, FL

**DANIEL CLAVIER**

Associate
Multifamily
Investment Sales
Nashville, TN

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Senior Associate
Land
Investment Sales
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Hospitality
Investment Sales
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Associate
Multifamily
Investment Sales
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Associate
Retail
Investment Sales
Tampa, FL

**JILLIAN PERDECK**

Associate
Capital Advisory
Ft. Lauderdale, FL

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Senior Associate
Retail
Investment Sales
Nashville, TN

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Senior Associate
Capital Advisory
Tampa, FL

**TYLER HICKS**

Senior Associate
Retail
Investment Sales
Orlando, FL

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Associate
Retail
Investment Sales
Atlanta, GA

**TRENTON WOEHRL**

Business Development Associate
Land
Investment Sales
Tampa, FL

**NICHOLAS MILAZZO**

Business Development Associate
Multifamily
Investment Sales
Tampa, FL



NICOLE NEGRI

Associate
Multifamily
Investment Sales
Ft. Lauderdale, FL



THAD ALLEN

Associate
Multifamily
Investment Sales
Atlanta, GA



BRIAN BERN

Executive Managing Partner
Retail
Tenant Representation
Tampa, FL



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Executive Managing Partner
Occupier Services
Office and Industrial
Tampa, FL



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Executive Managing Partner
Real Estate
Office and Industrial
Tampa, FL



GREG EISENMAN

Regional Managing Director
Retail
Tenant Representation
Atlanta, GA



PATRICK KELLY

Regional Managing Director
Real Estate
Office and Industrial
Tampa, FL



RAFAEL ROMERO

Regional Managing Director
Retail
Landlord Representation
Miami, FL



RYAN BOHLS

Regional Managing Director
Corporate Services
Austin, TX



CHRIS WHITE

Executive Managing Director
Leasing Occupier Services
Office and Industrial
Atlanta, GA



ALEX WRIGHT

Managing Director
Retail
Landlord Representation
Tampa, FL



ALEX TAGHI

Managing Director
Leasing Occupier Services
Office and Industrial
Austin, TX



SAM KRUEGER

Managing Director
Retail
Landlord Representation
Atlanta, GA



RICKY OSTROFSKY

Managing Director
Retail
Landlord Representation
Jacksonville, FL



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Senior Director
Retail
Tenant Representation
Tampa, FL



SCOTT ALLEN

Senior Director
Leasing Occupier Services
Office and Industrial
Ft. Lauderdale, FL



ZACK McNAMARA

Senior Director
Retail
Tenant Representation
Orlando, FL



STERLING HALE

Managing Director
Retail
Tenant Representation
Atlanta, GA



ABBY WALSH

Senior Director
Retail
Tenant Representation
Jacksonville, FL



BRAD HUTTON

Senior Director
Office and Industrial
Real Estate
Tampa, FL



JAKE AMMON

Director
Leasing Occupier Services
Office and Industrial
Jacksonville, FL



JEFFREY BENTZ

Director
Office and Industrial
Austin, TX



KAITLYN SCHOERNER

Director
Retail
Landlord Representation
Atlanta, GA



LEN ERICKSON

Senior Director
Retail
Mixed-Use
Landlord Representation
Atlanta, GA



MATT ALEXANDER

Senior Director
Leasing Landlord Representation
Office and Industrial
Tampa, FL



MIKE BATTEY

Senior Director
Retail
Landlord Representation
Orlando, FL



KATHERINE SCATUORCHIO

Director
Leasing Occupier Services
Office and Industrial
Orlando, FL



KEVIN MURPHY

Director
Retail
Tenant Representation
Austin, TX



MAGGIE COPPAGE

Director
Retail
Tenant Representation
Atlanta, GA



RAYZA PEREZ-LOPEZ

Director
Retail
Landlord Representation
Miami, FL



SAMANTHA BERK-PLATE

Director
Retail
Tenant Representation
Tampa, FL



BRAD MAYES

Associate Director
Leasing Occupier Services
Office and Industrial
Tampa, FL



ARLETTE PRICE

Senior Associate
Leasing Occupier Services
Office and Industrial
Jacksonville, FL



BENNO JANSSEN

Senior Associate
Leasing Occupier Services
Office and Industrial
Austin, TX



COLE LUEDTKE

Senior Associate
Retail
Tenant Representation
Atlanta, GA



BRONWYN EYEINGTON

Associate Director
Retail
Landlord Representation
Tampa, FL



KAELYN CASSIDY

Associate Director
Retail
Landlord Representation
Jacksonville, FL



LORENZO GONZALEZ

Associate Director
Leasing Occupier Services
Office and Industrial
Tampa, FL



ELLA HILEMAN

Senior Associate
Retail
Tenant Representation
Tampa, FL



EMILY BAYLESS

Senior Associate
Retail
Tenant Representation
Atlanta, GA



KATE KYBURZ

Senior Associate
Leasing Occupier Services
Office and Industrial
Austin, TX



NICK POLO

Associate Director
Leasing Occupier Services
Office and Industrial
Tampa, FL



ZACH KERKER

Associate Director
Retail
Tenant Representation
Atlanta, GA



PATRICK WARD

Account Executive
Leasing Occupier Services
Office and Industrial
Atlanta, GA



KELLIS WILLIARD

Senior Associate
Leasing Occupier Services
Office and Industrial
Austin, TX



NICK BATTILLO

Senior Associate
Retail
Tenant Representation
Orlando, FL



REID DOMINGUEZ

Senior Associate
Office and Industrial
Tampa, FL



SIERRA WILLS

Senior Associate
Retail
Tenant Representation
Jacksonville, FL



THOMAS MARSHALL

Senior Associate
Retail
Tenant Representation
Tampa, FL



TOMMY TURNER

Senior Associate
Leasing Occupier Services
Office and Industrial
Tampa, FL



NANCY SHEINBERG

Vice President
Tampa, FL



BLAKE STARBUCK

Director of Sales
Tampa, FL



BRAD YOUNG

Executive Managing Partner
Multifamily
Texas and Midwest
Tampa, FL



JAMES CATALDO

Brokerage Team Specialist
Office and Industrial
Atlanta, GA



KAYLA MONTENEGRO

Associate
Office and Industrial
Ft. Lauderdale, FL



MARY-ASHLEY MEADOWS

Associate
Retail
Landlord Representation
Jacksonville, FL



EVAN SEACAT

Executive Managing Partner
Multifamily
South Florida
Ft. Lauderdale, FL



GARET MARR

Executive Managing Partner
National Multifamily
Institutional
Tampa, FL



MICHAEL SHADEED

Executive Managing Partner
National Multifamily
Institutional
Tampa, FL



PETE MOORE

Executive Managing Partner
Tampa, FL



JARED KAHHAN

Senior Managing Director
National Multifamily
Institutional
Tampa, FL



MATT ARMSTRONG

Senior Managing Director
National Multifamily
Institutional
Tampa, FL



MICHAEL CONLON

Senior Managing Director
Multifamily and Retail
Tampa, FL



ASHLEY STIVERS

Director of Brokerage
and Placement
Tampa, FL



AUXTIN LEVISON

Director
Multifamily
Texas and Midwest
Tampa, FL



ALEX WYMER

Associate
Tampa, FL



CAMERON STALEY

Associate
Industrial
Florida, Texas, California
Tampa, FL



GIANNA DiDOMENICO

Associate
Hospitality
Tampa, FL



ERIC SMITH

Practice Leader of
Risk Management
Tampa, FL



PATRICK HALL

Director
Multifamily
Texas and Midwest
Tampa, FL



TAYLOR HAWKES

Director of Acquisitions and
Lender Compliance
Tampa, FL



HARRY KILKOWSKI

Associate
Hospitality
Tampa, FL



IAN BROWN

Associate
National Multifamily -
Institutional
Tampa, FL



JOHN WELSH

Associate
Multifamily
Texas and Midwest
Tampa, FL



JACOB LIPOFF

Senior Associate
Multifamily
South Florida
Ft. Lauderdale, FL



NICK ROSS

Senior Associate
Multifamily
South Florida
Ft. Lauderdale, FL



ALEX DISBROW

Associate
Tampa, FL



JOSEPH COLANGELO

Associate
Hospitality
California and Carolinas
Tampa, FL



MATTHEW SWAN

Associate
Hospitality
Tampa, FL



NICK PLAVETIC

Associate
Tampa, FL



PARKER MOCK

Associate
National Multifamily
Institutional
Tampa, FL



REESE MILLS

Associate
Multifamily
South Florida
Select Business
Ft. Lauderdale, FL



ALEX OSTENDORF

Vice President of
Project Management
Atlanta, GA



GEOFFREY FUREY

Vice President of
Project Management
Tampa, FL



SCOTT WILLIAMS

Regional Managing Director
Vice President of Operations
Property Management
Orlando, FL



RYAN DAGENAIS

Vice President of Accounting
Property Management
Tampa, FL



TRACI KONOWAL

Senior Regional Director
Property Management
Orlando, FL



AMY HEWITT

Regional Director
Property Management
Tampa, FL



JON THROWER

Business Development Manager
Project Management
Atlanta, GA



SAMANTHA MILLER

Controller
Property Management
Tampa, FL

DEPARTMENT HEADS

DEPARTMENT HEADS & ACCELERATOR ASSOCIATES



BRAD ROBINSON

Team and Business
Performance Director
Tampa, FL



DARLENE BURGESS

Director of
Human Resources
Tampa, FL



JOSEPH ETTER

General Counsel
Tampa, FL



WALT ZAYKOWSKI

Director of
Communications
Austin, TX



BEN PORTER

Accelerator Associate
Tampa, FL



GAVIN CROSSEN

Accelerator Associate
Atlanta, GA



PAUL CIURA

Director of Information
and Technology
Tampa, FL



PAYTON TELLEYSH

Director of Operations
Tampa, FL



SCOTT FARNAM

Corporate Controller
Tampa, FL



JONATHAN ABAD

Accelerator Associate
Atlanta, GA



LOGAN DOWNEY

Accelerator Associate
Dallas, TX



MICHAEL DONLEY

Accelerator Associate
Tampa, FL



JONATHAN DE MAA

Director of Integration
and Procurement
Tampa, FL



SEAN OHLEMACHER

Director of Growth
Expansion
Tampa, FL



STEPHANIE GHEGAN

Director of Marketing
Tampa, FL



OSCAR McWOOD

Accelerator Associate
Ft. Lauderdale, FL



RICARDO CAPORALE

Accelerator Associate
Atlanta, GA



VICTORIA GAYOTIN

Accelerator Associate
Atlanta, GA

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