

Bradford & McFadden Launch Southern Commercial Real Estate with 4.4M SF

Former GVA Advantis Execs Start New Industrial Brokerage in Orlando

William "Bo" Bradford Jr., CCIM, SIOR and Tom McFadden, SIOR have launched Southern Commercial Real Estate Advisors LLC, a new commercial real estate brokerage in Orlando focused on industrial and office product. The firm's range of services include leasing, dispositions, land sales, buyer and tenant representation, build-to-suits and site selection for companies seeking office and warehouse space in Florida.



McFadden and Bradford (*pictured above, from left to right*) most recently served as Senior Directors at the Orlando office of GVA Advantis, where the two were instrumental in starting the office up in 2002 and building its client roster. Both Bradford and McFadden were recognized as company-wide top ten producers at GVA Advantis during 2005 and 2006 and were top area producers from 2003 through 2006.

Explaining the reason they chose now to start their own firm, Bradford commented, "We believe there is an opportunity for a smaller firm like ours to succeed today, much more so than if we had started a brokerage company 10 or 15 years ago." McFadden added, "We are both natives of Orlando so it is especially gratifying to be able to continue to participate in the growth of this city through our own company. We have been very fortunate to start our company with a strong client base that is ready to expand and grow with the market."

When McFadden says "strong client base", he's not kidding. Impressive for a new brokerage, the team has already secured the representation of 4.4 million square feet of product. Bradford commented, "So far, business is far better than our projections. We have been awarded several new assignments from both institutional and non institutional clients." Southern Commercial Real Estate's client list includes Denholtz Associates, FGHP, JB Carrie, Capri Capital, McDonald Development, Liberty Property Trust, GID Investments, and more.

The industrial team of Bradford and McFadden has a combined industry experience in excess of 38 years. Since they established themselves as a team five years ago, the two have completed more than 300 commercial / industrial real estate transactions, exceeding \$230 million in dollar volume and 6,100,000 square feet in transactions. The duo says their career deal volume exceeds \$700 million in transactions.

To view Southern Commercial Real Estate's listings on CoStar, conduct a lookup for "Southern Commercial Real Estate" in Florida in the CoStar Professional Directory module.