

Southern Commercial Is On the Move

Jun. 18. 2009



Orlando - Locally-owned Orlando-based Southern Commercial Real Estate Advisors, LLC is solidly on the move despite the down economy. Currently representing 6.9 million square feet of existing product with another 1.4 million square feet proposed, the company's high level of current and recent transactions defies current market trends.

The company announced that 22-year Orlando real estate veteran Moses L. Salcido, SIOR, has joined the firm as a Principal, joining fellow top producers and founding Principals William "Bo" Bradford, Jr., CCIM, SIOR, and Tom McFadden, SIOR, who together with Salcido have combined industry experience exceeding 60 years. Salcido formerly served as Senior Development Manager for industry giant Panattoni Development Company's Central and North Florida regions. Previously, he handled Progress Energy's

commercial real estate activities including facility management, disposition, acquisition and development. During his distinguished career, he has developed and acquired over 3.2 million square feet of corporate real estate space. A former recipient of NAIOP Central Florida's Industrial Broker of the Year Award, Salcido also served as 2007 President of NAIOP Central Florida. Additionally, he has served on numerous boards of directors including CoreNet, Florida Real Estate Forum Advisory Board, and NAIOP Florida.

In a joint statement, Bradford and McFadden said, "Moses Salcido brings a seasoned corporate owner's perspective combined with a sterling record of performance in landlord/tenant representation. As such, he represents a vital complement to our team as we continue to provide unsurpassed service and expertise. We welcome Salcido who has earned the respect of all within our industry."

Highly regarded for its integrity, superior performance and key industry relationships, Southern Commercial has completed over 103 industrial and office transactions totaling 2.8 million square feet and valued at more than \$107 million since its founding in August 2007.

With a strong commitment to customer service and attention to detail, Bradford and McFadden are widely respected for their knowledge and expertise in the sale and leasing of industrial properties in the Central Florida area marketplace. They also hold the Society of Industrial and Office Realtors (SIOR) designation, one of the most prestigious in the commercial real estate industry. In addition, Bradford holds the Certified Commercial Investment Member (CCIM) designation.

"Locally," said Bradford, "our firm represents a large market share of industrial space inventory. As a result, we're involved in many of the deals that are actively being traded. In turn," he continued, "that enhances our market knowledge including pricing and terms which literally change daily, and provides a vital negotiating advantage on behalf of our clients."

Related

No Related News

Featured Properties



Melbourne Beach



Condo Auction
Sat Oct. 10 @ 11 am

Ocala



21,000SF of Office
Space for Lease

Summerfield



10 Acres Available
Rural Activity Center
Land Use

Miami



55,000 SF Site
Available
For Sale or Lease

[View All](#)

Video Webcast Center



Alan Charron:
1 on 1
With Alan Charron



Kate Hunter:
CRE News on
Investor InSight



Susan Morris:
1 on 1
With Colliers Pro

[View All Videos](#)

Commercial Real Estate Data Search Center



Commercial Real Estate Technology

All production functions in commercial real estate are directly influenced by technology, which increases the efficiency of the factors of production. This is reflected in the application of technology to the construction and operation of real estate. Six key manifestations of technology in real estate have been highlighted - the development of new and improved consumer goods, transportation technology, construction technology, financial engineering, innovations in manufacturing systems and the growth of the internet. Technology will adversely impact second-tier malls and power centers but the overall level of penetration by e-commerce into the space-based retail market is predicted to be only a little over 5 percent by 2010. Commercial real estate will not experience a real decline in value and an absolute decline in demand for product as a result of technological developments.

Affiliated Publications

