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EDGE launches investment sales division

Premium content from Dallas Business Journal by Candace Carlisle, Staff Writer

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Dallas-based EDGE Realty Partners LLC has launched an investment sales division focused on retail, multifamily and health care properties.

The brokerage firm began the new venture, known as EDGE Realty Capital Markets, with Brandon Beeson and Mart Martindale, who are principals leading the venture.

Steven Smith has joined the new division as an executive vice president.

"We're really excited about this new venture, and about the people," said Adam Schiller, co-founder and managing principal at EDGE Realty Partners. "These guys bring a huge book of business across the region and across the country. We are looking to make a big splash."

Brokerage firms have formed a number of new ventures or partnerships recently, such as when Henry S. Miller Cos. merged with **TriVest** to create a new realty management company, or when UCR partnered with moodyrambin retail in Houston.

It's all part of coming out of a real estate depression, Schiller said.

"The markets are warming up, and we're seeing a higher level of transactions," he said. "We wanted a deeper service offering for our existing clients and will help open doors for new clients."

The real estate market is healthier than 2010, but there hasn't been a meaningful increase over 2011 numbers year-to-date, said John Alvarado, managing director with **Jones Lang LaSalle**.

Alvarado specializes in commercial real estate investment.

"I think the market is healthier, but I'm not seeing increased velocity over the past year yet," Alvarado said.

EDGE Realty Partners specializes in retail real estate throughout the southwest United States, with offices in Austin and Houston. The company's clients include **J.C. Penney Co.**, AMC Theatres, Dick's Sporting Goods and Chili's Grill & Bar.

The firm has needed a capital markets group for some time, but EDGE's new hires are the linchpin of the capital markets group, Schiller said.

"This group will benefit from our existing clients and will work all over the southwest United States," he said.

Beeson, Martindale and Smith each have an investment sales background — and all three recently left Berkadia to join the new venture.

Before joining EDGE, Beeson was the senior director with Berkadia, where he represented retail property owners. He has previously worked at Cushman & Wakefield and PM Realty Group.

Martindale has more than 12 years of investment sales, with a specialization on multifamily. Both Beeson and Martindale worked at Berkadia alongside each other for five years.

Smith has specialized in health care real estate disposition.

By combining the brokerage services with investment sales division, there's an ability to add value to properties with the addition of tenants, Beeson said.

"The brokers here generate an enormous amount of value, and they are able to find the right tenant to create value to the landlord," he said.

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Candace covers commercial and residential real estate and sports business.