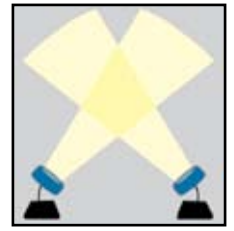


Broker Spotlight:

Bob Nuttall, Jr., Anchor Commercial Real Estate Services|CORFAC International



By Dan Marcec

Beginning his commercial real estate career in 1992 in property management and leasing, Bob Nuttall, Jr., moved on to brokerage with Colliers Keenan in Charleston, South Carolina before forming Anchor Commercial Real Estate Services|CORFAC International with partner Milton Thomas, III, in 1999. Now principal and broker-in-charge of the firm, Nuttall is responsible for the brokerage and management side, while his partner runs development, though there is overlap in the two sectors. Over the years, Nuttall has gained significant ground in the industry, serving on the board of Executive Committee of the Carolinas Chapter of SIOR, moving from treasurer to serving as president of the chapter in 2006. He was also being named commercial realtor of the year in 2004 by the Charleston Trident Association of Realtors, where he also has served on the Professional Standards Committee and chair of the Grievance Committee, and chaired the committee for the inaugural Charleston Commercial Market Forecast in 2003.

On a day-to-day basis, Nuttall oversees the production of his agents, helping them with whatever they might need to grow the business in tenant representation, property management and sales, working with offers on various accounts.

“My goal is to set up Anchor Commercial so it can run smoothly whether or not I am in the office,” says Nuttall. “The employees and agents here are confident in their abilities to complete their tasks on

a daily basis without having to worry about whether or not I will approve, because they already know what is expected of them.”

Anchor Commercial is split into three divisions: brokerage — both leasing and sales (either user or owner representation); management — both property and construction; and development. The staff consists of two principals, five agents, two property managers and five support staff members. “A major item of importance to us is professional designations, and I’d like to see all our licensees gain this recognition,” Nuttall says. In addition to his SIOR designation, his partner as well as three other employees have earned the CCIM designations, and their director of property management has earned her CPM designation. Further, the firm currently is working to become an accredited management organization as well.

“The biggest success of my career thus far is having a company that has grown to be solidly recognized,” Nuttall explains. “We’ve worked hard on continued expansion and branding ourselves as a premier company in Charleston.”

As a result of his high expectations for quality employees, Nuttall says that Anchor’s hiring process is very selective, seeking people with a high level of honesty, openness and a good team ethic. While only one other broker on staff had commercial real estate experience prior to joining Anchor, Nuttall emphasizes the importance of having an employee with the right character that can learn the busi-



Nuttall

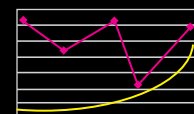
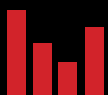
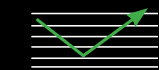
ness. “There are a lot of people out there who talk about ‘degrees’ of integrity; in my view, you either have it or you don’t, and that is a key attribute of all our agents and employees,” he says.

Nuttall explains that one of the most difficult issues in today’s brokerage business is keeping in step with ever-advancing technology, and in a business that is oriented toward people and relationships, the impersonality of some new technology actually can be a hindrance to brokerage relationships. In effect, knowing the market well and knowing clients personally become increasingly important to business retention. Through this approach, Anchor has been able to show itself on the radar of some major companies in Charleston. In a market that continually sees residential growth — in fact, more than 10,000 homes are currently on the market — businesses inevitably follow, and to stay on top of a fast-paced market, even if it is a smaller market, remains an important component of good business.

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“A successful broker is defined by three things: fire in the belly, common sense and real estate knowledge; I can give them the third, but without the first two a broker will be average at best,” says Nuttall. “The more we position ourselves as consultants instead of salespeople, the better equipped we are to maintain our clients and truly focus on gaining and retaining their trust. I want repeat business and referrals, and if I don’t treat people how I want to be treated, I won’t see them coming back.”

Looking toward the future, Anchor Commercial’s goal is not to be everything to everyone, nor to be the biggest firm in Charleston; but, the goal is to be the best at what they do. In this light, client relationships are of much higher priority to the firm than one-off transactions. Furthermore, Nuttall places importance on finding particular niches for all his employees, maximizing everyone’s strong points so as to make the firm as efficient as possible on all fronts. As a company, the goal is to be the largest third-party firm in Charleston, able to give clients the confidence that Anchor is looking out for all their best interests.

“My personal philosophy is to live my life in such a manner that if anyone has anything bad to say about me, no one will believe it,” Nuttall says. “As a company this translates as well; we treat every assignment as if the money involved was our own, and we don’t take shortcuts. We take our clients very seriously, and this philosophy runs throughout our office.”

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