



Brokerage drops Grubb & Ellis brand

1 comment by [J. Craig Anderson](#) - Jan. 9, 2010 12:00 AM
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Phoenix commercial real-estate brokerage Grubb & Ellis/BRE Commercial is shedding the first half of its moniker and joining a newly formed company that it said will be the country's fourth largest.

At a time when the commercial immediate future is grim, the move to a new parent organization will allow the Phoenix firm to maintain its independence while leveraging a massive network of people and services nationwide, said President Bryon Carney, who is also managing principal.

Starting March 1, all Grubb & Ellis/BRE Commercial signs, fliers, brochures and [business cards](#) will be replaced with the new brand, Cassidy Turley/BRE Commercial.

Cassidy Turley is the combined product of seven individually owned brokerages with 57 offices nationwide, Carney said.

Its national headquarters will be in St. Louis, the current home of co-founding brokerage Cassidy & Pinkard Colliers.

Based on 2009 sales, Grubb & Ellis is the Valley's largest commercial real-estate brokerage. Commercial brokerages buy, sell and lease office, industrial, retail and other commercial properties.

Another four former members of the Colliers network in the Midwest and on the East Coast also have joined the new firm, Carney said, along with his brokerage, a former Grubb & Ellis in San Diego, and a former NAI Global affiliate in San Francisco.

Santa Ana, Calif.-based Grubb & Ellis Co., Boston-based Colliers International and Missoula, Mont.-based NAI Global are large, national commercial real-estate services brands carried by a combination of company-owned offices and independently owned local affiliates.

The Phoenix offices of Colliers International and NAI Horizon are not involved in the formation of Cassidy Turley and will remain competitors of the firm under their existing names.

Cassidy Turley/BRE Commercial, 2375 E. Camelback Road, was owned by Grubb & Ellis for three decades before breaking off into an independently run affiliate in 2003.

That's when Grubb & Ellis added BRE

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Commercial to its name, Carney said.

The firm's affiliate agreement with Grubb & Ellis expired Dec. 31.

Carney said the parent did not wish to renew the contract under the existing terms.

"They're moving away from a strategy of independently owned affiliates," he said.

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