

# Bears in Real Estate



Over the past year, the real estate industry has been making headlines and become a topic of discussion among most Americans—specifically, the housing market. After all, when most people think about real estate, they immediately picture a house.

However, the real estate industry covers a vast spectrum of interdependent sectors.

These featured alumni each discovered a niche within this multi-faceted industry that was signature to his or her skill set. Whether they are involved with construction, consulting, commercial and residential real estate, appraisal or investments,

**THESE ALUMNI ALL HAVE A TRUE AFFINITY FOR THE INDUSTRY.**

BY KRISTIN TODD

After earning a BBA from the University of Texas at Arlington, Mark Petersen enrolled in Baylor's MBA program while working at a local bank. He eventually became involved in the real estate industry via Baylor graduate, Earl Patrick.

"Jim Stewart and Earl Patrick of (Coldwell Banker) Jim Stewart, Realtors were clients, and my relationship with them motivated my real estate interest," he said. "I ultimately joined their firm and got my real estate license."

In 1984, Mark and his wife relocated to the Metroplex, and he has been involved with private equity fund raising since then. He has been serving as a partner at William Blair Funds Placement Group, LLC, which is the global funds placement arm of William Blair & Company, Inc. However, Petersen recently took the position as executive vice president for business development at Franklin Square Capital Partners, a specialty finance company that provides debt and equity financing to small- and middle-market private U.S. companies.

"A rewarding aspect of my career has been the wonderful relationships that I have developed around the world—both business and non-business," he said.

Mallory followed her father's footsteps by studying real estate at Baylor.

"I knew I wanted to study business but needed to find a focus," she said. "My dad was an influence in my decision to study real estate because of growing up around it, but there was never any pressure from him for me to get into the real estate industry."

As a young alumnus, Mallory said Baylor equipped her with the skills needed to enter the workforce successfully upon graduation.

"It has definitely been a good transition from Baylor to the 'real world,'" she said. "Through earning my degree, I learned a lot about the basics of real estate and touched briefly on investments. It definitely laid the foundation I needed to begin working in the industry."

Mallory now works as a valuation and financial analyst for GE, determining commercial property values and collaborating with asset managers.

"The best advice I got out of college was to find a career in an area you are passionate about and can use your skills," she said. "When I graduated last May, I wasn't sure which area of real estate I wanted to work in. I began contacting people through my dad, as well as the Baylor Business Network and the Baylor Alumni Association."

Mark also stressed the importance of being "open minded" upon entering the industry and to be aware of available opportunities.

"I had no idea how broad the industry was even after I became interested in it," he said. "There are so many ways to plug into the real estate industry from brokerage, leasing and sales, to development, construction, finance, securities, design, and appraisal—all on a domestic and international scale."



*Mark Petersen MBA '84*

FRANKLIN SQUARE CAPITAL: EXECUTIVE VICE PRESIDENT – BUSINESS DEVELOPMENT

*Mallory Petersen BBA '07*

GEMSA LOAN SERVICES: VALUATION & FINANCIAL CONSULTANT



# Van Martin BBA '81

TRIBBLE & STEPHENS CONSTRUCTORS: CHAIRMAN & CEO



## Earl Patrick BBA '66

COLDWELL BANKER JIM STEWART, REALTORS: PRESIDENT

**V**an Martin is a people person. Good thing he is because Martin has worked with hundreds of different clients throughout his career in the real estate industry.

"Relationships and partnerships are everything to our business," Martin said. "This business is not just about bricks and mortar and all other components that go into constructing a building, but rather building those buildings on a partnership basis."

Business partnerships definitely serve as the backbone to Houston-based Tribble & Stephens Constructors—in fact, the company's tagline is "The Partnership Builder."

"Repeat clients account for about 70 percent of our business," he said. "We are involved in all phases of a project, from the conceptual stage to completion. It is fulfilling to see those projects evolve from plans on paper to fruition because of a team effort."

Martin said it is also important to "walk the talk" in business by working hard and being persistent.

"Hard work does pay off," he said. "Gain the respect of your

clients and people by being proactive vs. reactive. If there is a problem that needs to be addressed, take care of it immediately. Everyone is always watching everything you do, and how you handle situations."

He urges current business school students to become involved with the real estate industry by participating in internships, including jobsite work to project management assistance. Martin himself began working in construction during summer and winter breaks while attending Baylor.

"Most large construction companies offer internships," he said. "This is a great learning tool and opportunity to gain hands-on experience, as well as establish contacts in the business prior to graduation."

**E**arl Patrick can be considered a seasoned veteran in the real estate industry; however, he did not always have his eyes set on working in real estate.

"I really got into the real estate business through the back door," he said. "I was working for a Waco-based conglomerate that happened to own a lot of real estate, and I was asked to take care of that portion of the business."

Patrick took the initiative to learn more about the industry by returning to Baylor to take real estate courses. Following that, he received a real estate salesman's and broker's license. In 1975, he joined Coldwell Banker Jim Stewart, Realtors, as a partner and has been closing deals ever since.

"Helping people buy and sell property is a win-win situation," Patrick said. "I like solving problems and making people happy."

And he has a simple technique for keeping everyone happy.

"I believe in the Golden Rule — do unto others as you would have them do unto you," he said. "I treat everyone in business the way that I would want to be treated."

In 2004, Patrick was the recipient of the first ever Lifetime Achievement Award presented by the Waco Association of Realtors. Pretty successful for a guy who didn't initially plan on being involved in real estate.

"Success is knowing God's will for your life and doing it," he said.



**r**eal estate entrepreneur, businessman, philanthropist and baseball fan. Gerald Haddock personifies all of these roles.

Haddock began his career by serving as principal counsel for the Fort Worth-based Bass family and as lead transactional attorney and chief negotiator for Richard Rainwater, investment advisor to the Bass family. He began his foray into the real estate industry as a founder of Crescent Real Estate Equities Company, which went public in 1994.

At Crescent Real Estate, Haddock served as CEO and COO, leading the company in major acquisitions of commercial office projects in downtown Dallas and Houston. Haddock currently devotes time to serving as a board member of ENSCO International Incorporated, Cano Petroleum, Inc., and Meritage Homes Corporation. Through his company, Haddock Investments, his involvement in the real estate industry continues.

“While I currently serve on three public corporate boards in the areas of oil and gas and housing, I find time to focus my company on entrepreneurial business opportunities, including real estate development,” he said. “In that business over the last few years, we have developed projects for Starbucks, Arby’s, Capital One, Chili’s and National Tire and Battery. We are also engaged in several large tract developments around the Metroplex involving shopping center developments.”

An avid fan of “America’s greatest pastime” and one of the owners of the Texas Rangers baseball club during President George W. Bush’s tenure as general partner of the club, he formed the Haddock Foundation to create opportunities for college baseball players through the Texas Collegiate Baseball League. Haddock funneled his passion for art into creating the Haddock Center, which serves as a study and research center for the paintings of Stanhope Alexander Forbes.

Throughout his career, Haddock has encountered challenges and successes alike, but credits his experience at Baylor for positively impacting the outcomes.

“Baylor’s emphasis on a well-rounded education and foundation for life helps keep business and professional achievement in perspective,” he said. “That is important because life will be filled with changes, tremendous successes, and by the same token, periods of true personal testing. The underpinnings and foundation I received at Baylor provided me with the ability, desire, and motivation to handle these various phases of life.”



*Gerald Haddock BBA '69 / JD '71*

HADDOCK INVESTMENTS: FOUNDER



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**a**llison Wilson started her freshman year at Baylor as a Pre-Med major with dreams of becoming a scientist. After taking her first Biology class, Wilson said, “My hopes of being a scientist left about as quickly as I could drop the class!”

Wilson switched her major to Finance, and soon found her true niche with help from a few Baylor Real Estate professors. Wilson said she took an interest in real estate while taking Dr. Charles Delaney’s Real Estate Valuation course.

“That was the only class where I chose to sit on the front row partly because of his charismatic and funny personality, and partly because of my excitement of the subject matter,” she said.

Wilson also credits professor L.M. Dyson for serving as a “major influence” in her decision to enter the real estate industry.

She now holds the MAI membership designation from the Appraisal Institute, which involves meeting rigorous real estate education requirements, passing a comprehensive exam, and adhering to a code of ethics in industry practice.

“Appraising is like working a puzzle,” Wilson said. “After you find all of the pieces, you work at putting them together so the property makes sense.”

As a commercial appraiser, Wilson encounters challenges and said appraisers can hold the perception that they must create value in properties.

“Sure, appraisers have some pressure on them to put a certain value on a property so that deals can close,” she said. “There has been a lot of negative publicity about unethical appraisers who do this.”

However, Wilson said she is fortunate that her values match those of her employer.

“One of the main reasons I am working at Crosson Dannis, Inc. is the reputation of the two owners, Steve Crosson and Chuck Dannis, who have always been honest and straightforward,” she said. “I will never compromise my values and most commercial appraisers in the industry won’t either.”

CROSSON DANNIS, INC.: COMMERCIAL APPRAISER

*Allison Wilson BBA '90*





Larry Heard was immersed in the real estate industry before he even graduated from Baylor.

"I had an internship the summer before I graduated with a Houston-based commercial real estate developer and was immediately attracted to almost every aspect of the business," Heard said. "Interacting with a variety of people and creating something where nothing existed before is at the same time rewarding and stimulating."

After graduation and work experience, Heard was hired by Transwestern, one of the largest privately held commercial real estate and development firms in the nation. Twenty-five years later, Heard continues to impact the industry through his work at the firm as president and CEO.

"The commercial real estate industry tests your capacity in a variety of areas each and every day," he said. "Ultimately, in our business, it is about possessing the skill to persuade others to understand and embrace your vision."



Heard said holding a positive vision and a futuristic perspective is key to staying successful in the industry. Considering Transwestern celebrated its 30th anniversary this year, Heard and the company have seen the payoffs of visionary investments.

"Since our business is always changing, always evolving, the primary challenge in running a company is making decisions today that shape what you will look like as a firm three to five years down the road," he said.

While looking ahead, Heard also reflects on his time spent at Baylor. He said he admired the competitive spirit alive at Baylor and has incorporated that spirit into his professional life.

"Baylor taught me to compete hard to win, but to win the right way," he said. "It reinforced the critical value of having a good name and the importance of integrity being closely associated with all of your actions."



*Larry Heard*  
*BBA '80*

TRANSWESTERN: PRESIDENT & CEO





Photo courtesy of Giddings

*Karla Adam Trusler BBA '90/JD '92*

## ALLIE BETH ALLMAN & ASSOCIATES: VICE PRESIDENT & REALTOR

**W**hat do you get when you pair an experienced trial attorney with high-dollar residential properties? A successful real estate agent. Add in three kids, a husband and community volunteer time, and meet Karla Trusler.

After earning business and law degrees from Baylor, Trusler practiced as a criminal defense attorney for almost a decade. However, she had previously obtained a real estate license while attending Baylor to prepare herself for “potential future involvement in my family’s real estate dealings.”

The real estate license proved useful later when Trusler made the career change from attorney to real

estate agent, as she and her husband decided to start a family. Originally from the Park Cities area in Dallas where she now lives and works, Trusler made a smooth transition.

“Being in a familiar territory in real estate is helpful from two aspects: one is the obvious geographic and neighborhood knowledge; the other is that it makes for a much easier transition because of the broad referral base of family and friends,” she said.

Her business and legal background certainly give her an edge when it comes to truly understanding what it means to represent buyers and sellers in every aspect of a real estate transaction.

“For most people, their home is the most expensive single asset or investment they will ever purchase,” she said. “For that reason, as well as the fact that it is your ‘home,’ it can also be a very emotional

transaction. It’s important for an agent to be able to walk the line between ‘It’s an investment’ and ‘It’s my home,’ and help the client keep both in perspective.”

Trusler also keeps transactions in perspective by investing time and developing personal connections with her clients. In fact, she has rarely worked with a client that has not become a friend.

“While working with my clients on a professional level, the emotional aspects of buying a home foster a personal relationship,” she said. “By the end of the transaction, I end up knowing their children, their friends and even their pets!”



# Joe Longbotham BBA '82

LONGBOTHAM INVESTMENT COMPANY, INC.: PRESIDENT & CEO

After 15 years as president of Cardinal Capital Partners, Inc., a real estate investment firm that focuses exclusively on the acquisition of corporate real estate, Joe Longbotham was ready for a slower pace. However, his passion for the real estate industry has kept him running.

"In 2003, I left CCP and established Longbotham Investment Company to support my personal real estate investments and allow more time to spend with my family," he said. "My departure from CCP was meant to be for a slower pace, but my entrepreneurial spirit has still kept me busy in real estate investments, primarily in the Dallas/Fort Worth markets."

Through his company, Longbotham is involved in everything from land development to income producing properties and asset management. He counts the diversification of the real estate industry as his main draw.

"There is never a formula for success," he said. "Every transaction has to be evaluated on its own merits. Every deal is different and requires thought and creativity."

Although Longbotham enjoys being an entrepreneur involved in real estate, he was an Accounting major at Baylor.

"My accounting background has been a solid foundation for me," he said. "The devil is in the details, and understanding financial statements and financing tools is essential in real estate."

Relationships established at Baylor have carried on throughout Longbotham's career and have continued to impact his personal and professional life.

"I developed friendships and connections at Baylor that I continue to enjoy and do work with in my business endeavors," he said. "Attending Baylor helped me understand the importance of hard work, surrounding myself with quality people, and striving to achieve a healthy balance."



his mission is simple: Helping companies run better. Easier said than done. However, since David Stanford established RealFoundations in 2000, he has literally been all over the world providing operations solutions to his clients.

"Global real estate capital flows now account for over 40 percent of global real estate investment, or approximately \$300 billion," he said. This global business expansion is of top interest to Stanford.

RealFoundations is a full-service management consultancy focused exclusively on companies in the real estate industry and the real estate function of large corporations. As the firm's clients expanded offices globally, Stanford followed suit. Now with offices in Hong Kong, Chennai, Melbourne, London and the U.S., RealFoundations is able to serve its clients worldwide.

"As I travel all over the world in this business, it is interesting to see the commonalities across geographic and cultural boundaries in the places where people live, work, shop and play," he said. "There is a common theme tying the use of place with everyday life that takes many forms, and there is a lot of creative energy in this business."

Stanford maintains a busy schedule; however, he said his parents equipped him with a solid work ethic to handle it all.

"I am grateful to my parents for creating the drive and work ethic that I utilize to keep RealFoundations running as a company," he said. "The ability to take all I have learned and experienced over the past 20 years and apply this on a global scale is something I never dreamed of back when I was attending classes at Hankamer."

Working in the real estate industry seems to be a perfect fit for Stanford, as he continues to be inspired.

"While in New York recently, I walked by the plaque at Rockefeller Center with the inscribed beliefs of John D. Rockefeller," he said. "This was especially moving, and I would suggest young people entering the business world become familiar with those beliefs and what it actually means to live them out."



# David Stanford BBA '88

REALFOUNDATIONS: EXECUTIVE MANAGING DIRECTOR

# Bears