

## CREW memberships lead to Cobb contruction deal

By Martin Sinderman  
contributing writer

A growing national real estate company was able to quickly open a new office to take advantage of growth in metro-Atlanta--thanks to CREW connections among seven involved companies.

**Commercial Real Estate Women (CREW)** of Atlanta has chosen the deal that resulted in a July ground-breaking for new offices for **Keller Williams Realty Inc.**, an Austin, Texas-based residential real estate firm, as its Deal of the Year.

The companies recognized were builder **Dudley Barrett Construction Co.** and related developer/leasing company **Dudley Barrett Management Services, Cyphers Brokerage Associates**, architect and planner **Jova/Daniels/Busby**, civil engineer **Rindt-McDuff Associates Inc.**, landscape architects **Jon Benson + Associates, Inc.** and the **Seyfarth Shaw LLP** law firm.

The new Keller Williams Market Center is a 10,000 square-foot, roughly \$850,000 structure at 2651 Dallas Highway S.W. in fast-growing west Cobb County.

The deal for the new market center began to take place in May, when Chris Ferguson, a top-producing agent at Keller Williams, was tapped to become operating partner of a new West Cobb operation. Unable to find office space, he took temporary space and engaged Cyphers Brokerage President Ann Cyphers (a longtime CREW Atlanta member) to represent his company in the search for a permanent location.

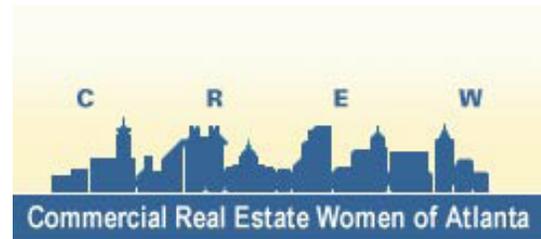
"Keller Williams wanted 10,000 square feet of office, but there isn't that kind of space anywhere out there," Cyphers said.

With the prospect of leasing existing office space off the table, she began checking for sites along Dallas Highway.

One of the contacts Cyphers made was with Dudley Barrett Construction Co., a general contractor whose sister company, Dudley Barrett



**wheelin' and dealin'**: Ann Cyphers, from left, Patty Farr and Anne Lawless were among those to get the Keller Williams Realty deal off the ground



Management Services, develops office space, medical offices, and churches in metro Atlanta.

"Ann called us and asked if we could build a building for Keller Williams," said Patty Farr, Barrett's Management Services project coordinator who had joined CREW earlier in the year.

The site selected was vacant land near Ridgeway Road and Dallas Highway. The property was purchased by Dudley Barrett Construction, which was represented by Cyphers in the transaction.

Cyphers in turn represented Ferguson in lease negotiations with Barrett's Management Services group, negotiating a build-to-suit with an option to purchase the property after two year of leasing.

### Well-connected

Several of those involved in the deal credit their CREW connections with helping get it--and others--done.

"CREW has played a large part in my professional career," Cyphers said. "It's helped me make a lot of contacts, and those contacts help make doing deals easier."

"It was pretty amazing to walk into the kickoff meeting for this project, and everyone there was a CREW member," said Anne Lawless, senior associate and vice president of marketing for Jova/Daniels/Busby.

"We tried to get CREW people involved," said Farr, "because we knew that if we did, all their connections and the common goals would be a big part of making this a successful project."