



Office Spotlight

San Francisco

101 California St. #850
San Francisco, CA 94111

Additional Locations

Oakland
San Jose

www.nainorcal.com

Notable Transactions

Their top three transactions include the sale of South Valley Plaza (\$27M) and Hecker Pass Plaza (\$17.3M) by Tony Alanis and his team along with the sale of the Americana Apartments (\$26.5M) by Shivu Srinivasan and his team. These transactions stand out because they indicate that there is a strong market for NNN retail and multifamily properties in the Bay Area. This is significant, considering there are doubts for the retail and multifamily sectors. These also indicate that there is investor value in the East Bay and outer South Bay -- both outer areas of larger metropolises indicating a strong spillover effect on towns surrounding big, tech-focused cities.

Business Development

- **Professional Training:** The company values high-tech solutions and collaboration. Investment Advisors are trained to use Apto: a platform which allows users to build their own contact lists while providing access to a larger list of contacts that are already saved within the database.

NAI Northern California holds training sessions twice a week

in-house hosted by senior agents and managers. Guest speakers are also invited to provide insight on trending topics in the commercial real estate industry.

Market Insights

The Northern California region continues to maintain strong investor interest. There is continued opportunity for growth within the multifamily, retail, and office property sectors and can expect future development interest as the Bay Area continues to adapt technologically and attract tenants to Northern California regions.

Professional Accomplishments

- NAI Northern California Hits Top 10 in San Francisco Business Times List of Bay Area Commercial Real Estate Brokerages <http://bit.ly/2rVmTfo>
- NAI NorCal was recognized by NAI Global as a channel to follow in CRE social media
- Notable hires include David Reed (Managing Director in SF), Tony Alanis (Managing Director & NNN Sales Coach) and Brett Stratton (Managing Director in Oakland)

Additional Information

- "The Brokerage" - Parody video created in house thanks to their marketing team and awesome volunteer cast - <http://bit.ly/2Eaxg0r>
- Company survey results in 2017 show that 90% of employees would recommend NAI Northern California as a great place to work.

For more information:

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