

Spotlight on Commercial Real Estate

Collaboration spells survival, success for BARBERMURPHY

BARBERMURPHY Founding Co-Principal Wayne Barber is often asked how the firm is doing.

The answer to this question, says Barber, is better than ever.

The firm, which celebrated its 15th year in 2020, survived the pandemic by doing what it has always done – working as a team, all 18 brokers in lock-step, for the benefit of the client.

“There is no hoarding of market intelligence internally among our team members when it comes to the sharing of vital information to assist clients in creating value,” Barber said. “That’s unusual in a business where many commercial brokers are often working in information silos rather than sharing the non-confidential information they know if they’re not the listing agent. We don’t function like that. Whenever our brokers get a new listing, they willingly share what information they can so others on our team can share relevant perspectives on potential uses for the property, prospective buyers and expertise about how that property might best be repositioned. Our brokers truly work as consultants to each other because a rising tide lifts all boats.”

Synergistically working on each other’s listings, Barber adds, benefits clients by drawing from a cadre of experienced brokers. “Sharing multiple points of view on a property or deal helps the client tremendously. It’s like hiring one broker but having 18 brokers working on your behalf,” he said.

Ramping up the firm’s digital marketing efforts also became a priority when the world flipped upside down last year. Google testimonials from clients, enhanced social media messaging and search engine optimization strategies spurred increased client engagement during a season when many in-person meetings turned virtual.

“The pandemic gave us the opportunity to refine our qualification process,” said Barber, “not only for qualifying a prospect but for prospects seeking to qualify a property. More of our initial contacts were by phone and video, but in many scenarios, we were still able to maintain social distancing and show commercial and industrial properties. During the height of the pandemic, however, we were intentional about performing more up-front investigation online.”

BARBERMURPHY’s longstanding team-centric approach provided a smoother transition into working from home via remote channels when it became necessary in 2020. Barber says since working collaboratively on every deal was already woven into the fabric of the firm’s culture made it possible to finish 2020 in survival mode and to thrive during Q1 2021, when BARBERMURPHY’s volume doubled in comparison to the first quarter of last year.

“We know each other, we respect each other and we pool our knowledge to bring the best intel to bear for our clients,” he said. “That’s always been the case, but it pays back in spades during uncertain times.”

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