



ITRA Global Expands its Worldwide Network

ITRA Global continues to assemble a nimble team of independent and unbiased advisory firms throughout the world with the addition of affiliates in Seattle, Washington; Orlando, Florida; and Amsterdam, Netherlands. With coverage in major markets around the world, ITRA Global is one of the largest organizations dedicated to representing tenants and occupiers of commercial real estate. The three new ITRA Global affiliate offices are:

- **Union Street Corporate Real Estate, LLC / ITRA Seattle.** Founder and Designated Broker Derek Hermsen brings over 16 years of tenant representation experience to the table on behalf of his select clients. Building his company based on principles of sustainable practices, innovative uses of technology, and useful market data, he provides clients with best-in-class service and superior lease provisions for highly favorable economics, rights, and protections. Derek is driven by making his clients more successful at their businesses through their real estate strategies, whether it's through operational efficiencies, recruitment, staff retention, growth projections, or a host of other underlying factors impacted by real estate decisions.

Seattle is a unique market, which has most of its office market statistics and headlines driven by the technology sector. However, Derek makes a point to go beyond the tech sector and truly understands what is really relevant to the majority of the other tenants in the Seattle office market. He is an invaluable guide that can navigate an ever-changing and fast-paced Seattle office market landscape.

- **York Property Company / ITRA Orlando.** President Jeff York has over thirty years of experience working in corporate real estate. He is recognized as one of the leading tenant rep advisors in Central Florida. With a strong commitment to developing personal relationships and providing superior service, Jeff's primary focus is on the sale and leasing of industrial and office properties. He has been active throughout Florida since 1984 and has negotiated millions of square feet of transactions statewide. Jeff has a proven track record in representing local and national clients in lease, purchase, and build-to-suit transactions.

The metro Orlando area has a \$13.4 billion technology industry employing 53,000 people and a nationally recognized cluster of innovation in digital media, technology, aviation, aerospace, and software design. More than 150 international companies, representing approximately 20 countries, have facilities in metro Orlando.

- **AREA Occupier Solutions / ITRA Amsterdam.** Founded in 2015 by Fred-Anton Knoop and Stephan Buis as a firm strictly dedicated to tenants and occupiers of commercial real estate, the company is committed to a 100 percent "conflict-free" business model and creates, delivers, and manages effective and supportive real estate solutions. Fred-Anton, with over 18 years of experience in advising tenants and occupiers of commercial real estate, and Stephan, a 10-year veteran, are service rather than transaction oriented. They want to support clients during the whole lifecycle of their real estate experience and cultivate long-term thinking to enable clients to clearly identify long-term goals and financial objectives. AREA Occupier Solutions / ITRA Amsterdam provides high-quality advisory services in tenant representation, strategic consulting, and project management throughout the Netherlands and Belgium.

This article appeared in the Fall 2016 Issue of ITRA Global's Newsletter, Corporate Real Estate Strategies.