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Memphis Business Journal

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Commercial Alliance Management lands new leasing for Parkway's Downtown offices

Memphis Business Journal - April 20, 2007 by [John Scruggs](#)

Parkway Properties, Inc., has signed Commercial Alliance Management to handle new leasing for its 660,000-square-foot Downtown Memphis office portfolio.

The deal comes months after Jackson, Miss.-based Parkway Properties pulled new leasing back in-house following CB Richard Ellis Group's acquisition of Trammell Crow Co., which had taken over new leasing for the Falls Building, Toyota Center and Morgan Keegan Tower in October 2006.

Kemp Conrad, who helped negotiate the new leasing arrangement with Parkway while at Trammell Crow, is now senior vice president at Commercial Advisors, a local Cushman & Wakefield alliance partner with Commercial Alliance Management.

"I think Parkway Properties is one of the top institutional REIT owners in the country," Conrad says. "They're very innovative in the way they treat brokers and their customers."

Dan McEver, senior vice president with Commercial Alliance Management, will be heading up new leasing duties for the Downtown buildings.

Jennifer Caughey, Memphis regional manager for Parkway Properties, says partnering with Commercial Alliance Management will help accelerate the velocity at which Parkway leases space in Downtown Memphis.

"Our established relationships with both Kemp Conrad and Dan McEver definitely played a part in our decision to bring CAM on as our leasing partner," Caughey says. "They offered us the best leasing platform in Memphis because of the strategic thinking ability of Larry Jensen (president of Commercial Advisors) and Kemp Conrad, the tactical execution expertise that Dan McEver delivers and access to the Cushman & Wakefield best practices from across the globe."

John Wiggins, formerly of Trammell Crow, has joined Commercial Advisors as vice president of brokerage services and will be working on new leasing and subleasing for the Downtown Parkway buildings.

Parkway's announcement comes amid other broker moves in the local real estate industry.

Jon Albright, president of Jon Albright Real Estate Services, has joined Investec Realty Services as partner (see related story, Page 3). And Grubb & Ellis Memphis continues to grow with the recent additions of Greg deWitt and Jason Canada and to its industrial team.

deWitt comes to Grubb & Ellis from Colliers Wilkinson & Snowden and Canada comes from The Industrial Group.

Commercial Alliance Management

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