



# GARRICK BROWN

VP, Real Estate Intelligence & Business Development



[www.GallelliIRE.com](http://www.GallelliIRE.com)

## Professional Affiliations

ConnexFM - Board of Directors  
Lambda Alpha International (LAI)

## Past Professional Affiliations

ICSC - International Council of Shopping Centers  
North American Retail Research Task Force

Urban Land Institute (ULI) - Sports &  
Entertainment Council

NAIOP - National Research Directors Committee



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## Career Summary

Garrick Brown is one of the leading real estate analysts in the United States; he is a 25-year industry veteran analyst and thought leader in the space, as well as an experienced manager of large, national teams of researchers. He has a strong background in all the commercial real estate product types, though for the last 15 years he has primarily been known for his work in the retail space.

Garrick is regularly quoted on real estate, retail and economic matters by the Wall Street Journal, the CBS Evening News, NBC News, CNBC, National Public Radio, Women's Wear Daily and dozens of Business Journals and other industry publications.

Mr. Brown is a major business influencer; he has over 21,000 followers on LinkedIn, where he regularly posts economic and commercial real estate commentary to an audience consisting primarily of brokers, retailers, developers, site selection professionals, appraisers, lenders, investors, private equity, economic development professionals and business media.

Garrick also produces a regular podcast, The Retail Grind, with Bill Yanek, the CEO of ConnexFM (North America's largest facilities management trade group), where he explores the latest economic, retail and real estate news.

Mr. Brown is frequently asked to contribute to major industry publications. He authored the retail real estate portion of the 2023 edition of the Urban Land Institute and PriceWaterhouseCoopers' trademark industry publication, Emerging Trends in Real Estate.

Garrick is a renown public speaker on economic, real estate and retail matters. He is known for his dynamic and entertaining speaking style and for his ability to tell the stories behind the data, synthesizing trends and connecting dots beyond the obvious. He regularly speaks to private and academic groups (Baruch College, Florida State University, Harvard Graduate School of Design, UCLA Ziman Center for Real Estate, etc.), and all the major, national commercial real estate-focused trade groups (BOMA, California Bankers Association, CCIM, ConnexFM, CREW, ICSC, NAIOP, Urban Land Institute, etc.).

Mr. Brown currently works as a freelance writer and consultant for a number of private clients. In addition to his public speaking engagements, Garrick frequently advises corporate real estate teams regarding economic conditions, market forecasting, business and brokerage strategies.

His previous experience includes managing Cushman & Wakefield's retail research for the Americas, as well as managing commercial real estate research functions (all property types) for the Western United States for Cassidy Turley and Newmark. He began his career as a research associate with Grubb & Ellis in Kansas City, Missouri and later managed research operations for Colliers International for the Indianapolis, Indiana and Sacramento, California markets.

## Professional Awards

<b>Board of Directors Service Award</b> <b>ConnexFM</b>	2022
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<b>Lifetime Career Service Research Award</b> <b>International Council of Shopping Centers, ICSC</b>	2019
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<b>Cool Streets Video Series, Golden Telly Award for</b> <b>Best Web-Based Business Series</b> <b>Telly Awards</b>	2019
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<b>Circle of Excellence Award (Research)</b> <b>Colliers International</b>	2008
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### Education

University of California, Irvine  
Economics - Bachelors of Science  
Literature - Bachelors of Science



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## Media

ABC, WKBW TV, Buffalo  
ABC, WCPO TV, Cincinnati  
Advocate, The  
Atlanta Business Chronicle  
Atlanta Journal Constitution  
Atlantic, The  
Becker's Hospital Review  
BisNow  
Bloomberg  
Boston Globe  
Business Insider  
Business in Vancouver  
Business of Fashion  
CBS, KQVR TV, Sacramento  
CBS, WDJT TV, Milwaukee  
CBS Sunday Morning  
Charleston Gazette Mail  
Chattanooga Times Free Press  
Chicago Tribune  
CNBC  
CNN  
Colorado Real Estate Journal  
Columbus Public Radio, WOSU  
Commercial Observer  
ConnectCRE  
Costar News  
Crain's Business News  
CT Insider  
Daily Reporter  
Dallas Morning News  
Denver Business Journal  
Detroit News  
Deutsche Welle  
East Bay Times  
Eater  
El Paso Public Radio, KTEP  
Economist, The  
Finance and Commerce  
Forbes  
Fort Worth Star Telegram  
Fortune Magazine  
France Publications (all national and regional trade publications)

GlobeSt  
Grocery Dive  
Guam Daily Press  
Houston Business Journal  
ICSC SmartBrief  
Journal of Commerce  
Kansas City Star  
Las Vegas Sun  
Le Monde  
Los Angeles Times  
Marin Independent Journal  
Miami Herald  
Minneapolis Star Tribune  
Morning Call  
Nashville Tennessean  
NBC, KSHB TV, Kansas City  
NBC News  
New York Post  
New York Times  
Newsweek  
NPR Marketplace  
QSR Magazine  
Pacific Business News  
Philadelphia Inquirer  
Phoenix Sun  
Pittsburgh Press Republican  
Providence Journal  
PYMNTS.com  
Racked  
RealDeal, The  
REBusinessOnline  
Retail Dive  
RetailWire  
Reuters  
S&P Global  
Sacramento Bee  
Sacramento Business Journal  
San Diego Union Tribune  
San Francisco Business Times  
San Francisco Chronicle  
San Jose Mercury News  
Sarasota Herald Tribune  
Seattle Daily Journal of Commerce

Seattle Times  
SeekingAlpha  
SFGate  
South Florida Business Journal  
Squawk Box (CNBC)  
St. Louis Business Journal  
Sydney Morning Herald  
TheStreet  
Toledo Blade  
Vogue Business  
Wall Street Journal  
Winsight Grocery Business  
Wisconsin Public Radio  
Worcester Business Journal  
Woman's Wear Daily  
Yahoo News  
Yahoo Sports



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## Advisory Clients

7 Eleven	Jerde
Adecco	KimCo
AIA Investors	Kohl's
Admiral Capital	Landmark Companies
AEW	Levi Strauss
Albertson's	Macerich
Alto Fund, Tel Aviv	Madison International
Amazon Fresh	Mohegan Sun Food Group
Anaheim Ducks	MultiPlan (Rio de Janeiro, Brazil)
Baupost	National Vision
Blackstone	New England Development
Boston Company	Nike
Brookfield	Ontario Teachers' Pension Fund
California Bankers Association	PGIM Real Estate
CalPERS	Pier 1 Imports
CalSTRS	Phillips Edison
Canadian Tire	PNC Bank
Carolina Herrera	Regency Centers
Chase	RioCan
Chick Fil-A	Rogers
Choice REIT	Royal Bank of Canada
Citi	Samsung
Citizens Bank	ScotiaBank
Claire's/Icing	TA Realty
Commonwealth Hotel Group	Teachers Federal Credit Union
Cor Development	Tide Cleaners (Proctor & Gamble)
CPPIB	Uniland
Craft Hospitality (Tom Colicchio)	Uniqlo
DaVita	United Commercial Realty
DogTopia	United Properties
Domino's Pizza	Untuckit
EisnerAmper	Urstadt Biddle Properties
Fidelity	US Bank
Foothill Partners	Vision Plan
Forest City	Walmart Canada
Fresh Market	Walmart Mexico
Gesst	Wells Fargo
H&R Block	Woodmont Companies
Hilco Global	
Howard Hughes Corporation	
Inspire Brands (Arby's, Buffalo Wild Wings, Dunkin, Jimmy John's, Sonic)	
Invesco	



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## Work History

### **Brown Consulting (self-employed)**

**June 2022 - Currently**

#### **Economic and Real Estate Consulting**

Consulting services include public speaking engagements (typically focusing on economic, real estate, retail issues—market forecasting, business strategies, brokerage strategies); written reports and analysis; feasibility studies; site selection and real estate strategic advisory.

### **Lockehouse Retail Group**

**September 2021 - June 2022**

#### **Chief Operating Officer & Directory of Advisory Services**

Served as COO for boutique retail real estate brokerage; commercial real estate brokerage management (broker recruitment/negotiations, broker motivation/discipline/settling of disputes, assisting brokers and clients with formation and execution of commercial real estate strategies, etc.). Assisted in improving brokerage platform (expanding service offerings, negotiations with third-party data providers, management/hiring of support staff and services, expansion of research and marketing templates). Drove acquisition of major clients via pitches, presentations, networking, creation of support materials. Assisted firm in expansion into new markets (Southern California, Idaho). Recruitment and support of property management platform. Created content for topical retail real estate newsletter reaching 20,000+ recipients weekly. Spoke regularly at industry events, representing Lockehouse—often as keynote.

### **Newmark**

**January 2021 - September 2021**

#### **Western Region Research Director**

Managed a staff of 30+ research analysts across Western United States; talent recruitment and retention; training of new employees; setting and overseeing research standards, deadlines and publications across multiple markets. Charged with creation of national thought leadership pieces of relevance for office, industrial, retail, multifamily and investment markets.

### **Cassidy Turley, Northern California Research Director**

**October 2010 - December 2020**

#### **Cassidy Turley, Western US Research Director**

#### **DTZ, Western US Research Director**

#### **Cushman & Wakefield, Vice President of Retail Intelligence for the Americas**

For over a decade, and through multiple company mergers and acquisitions, served multiple roles increasing in responsibility managing research and thought leadership efforts. Joined Cassidy Turley as the Northern California Research Director in 2010; managed a staff of 30+ analysts, oversaw research efforts for all commercial real estate product types, including data management, collection and interpretation of data, publication of local, regional and thought leadership/concept reports, recruitment/retention/training. Oversaw creation of research elements and actively took part in major business pitches and presentations, client facing role, public speaking at industry events, etc. Published weekly newsletter covering markets within my coverage areas (Research Rant) and national weekly newsletter covering retail real estate (Retail Newsline) that reached +/- 30,000 recipients weekly.

Became the Director of Western Region Research for Cassidy Turley in 2015, shortly before their merger with DTZ—managed research efforts across all markets west of the Mississippi. Continued in this role following the Cassidy Turley/DTZ merger.

Following the DTZ acquisition of Cushman & Wakefield in late 2015, promoted to Vice President of Retail Intelligence for the Americas. Managed all retail research efforts for North and South America; drove multimedia research-driven campaigns (Coo Streets, Food Halls of the World, etc.), became primary media contact in the Americas representing the company on retail real estate and retail economic issues. Drove all company retail reporting for the Americas, regular speaker at industry events, with extensive travel schedule (70%). Heavy client facing, c-suite advisory responsibilities.

### **Colliers Turley Martin Tucker, Indianapolis Research Director**

**April 2000 - October 2010**

#### **Colliers International, Sacramento Research Director**

#### **Colliers International, Sacramento Vice President of Research**

For over a decade, managed and drove research and thought leadership efforts in two key Colliers International markets. I joined Cassidy Turley Martin Tucker (this Colliers affiliate would change banners and be one of the founding offices of Cassidy Turley in 2009) as Research Director in 2000. I served there for two years, before relocating to California and taking over research efforts at Colliers International in Sacramento. I would serve there for eight years and was promoted to Vice President. Oversaw research efforts, including data management, collection and interpretation of data, publication of local, regional and thought leadership/concept reports, recruitment/retention/training, vastly expanded deal data acquisition. Spoke regularly at industry events. Won Colliers International's Circle of Excellence Award in 2009.