

REAL ESTATE

DEVELOPMENT

NEW DIVISION OF TRADEMARK WILL PROVIDE ADVICE

Lenders and owners of retail and mixed-used properties can get help in today's difficult climate.

Fort Worth-based Trademark Property Co. has started a new division — Trademark Property Services — to help investors and lenders make the most of their retail and mixed-used properties in these troubled economic times.

Trademark Property Services said it can offer owners advice in the areas of asset strategy, feasibility and research, asset management and leasing, and merchandising, development and construction management.

Services can be provided across the board or clients can pick and choose, but all the services are tailored to specific property needs and client objectives, Trademark said.

Trademark has developed more than 4.2 million square feet of retail space, including Alliance Town Center in Fort Worth.

"Our institutional partners and private investors have entrusted us as fiduciaries for their retail, office and mixed-use property investments since 1992," Terry Montesi, Trademark's founding partner, said in a statement. "What is new is that we are now offering our team's capabilities and resources to a group of strategic retail and mixed-use owners and lenders who can benefit from our extensive experience, industry knowledge and innovative thinking."

PR campaign

Thank Goodness It's Fort Worth!

That's the message being conveyed to the house-buying public in a recently launched public-relations



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campaign of the 2,200-member Greater Fort Worth Association of Realtors.

The campaign primarily consists of a logo incorporating the tagline, Thank Goodness It's Fort Worth! that can be used by real estate agents on their marketing materials to help "dispel misperceptions and highlight positive aspects" of the local real estate market, the organization said.

The group put together a task force in February that began looking at ways to communicate to the public that the doom and gloom being publicized about the national real estate market was not happening in Fort Worth.

"We believed that it was more positive here than in other areas of the country," said Clay Brants, chairman of the task force. "In fact, we enjoy relative stability."

The group hired Paige Hendricks Public Relations agency in Fort Worth to help direct their efforts.

In a survey conducted to determine the campaign, the following was discovered from the 350 respondents:

- One in 4 believe Fort Worth is greatly impacted by national and international economic issues.
- Nine of 10 think it's a good time to buy a house.
- Eight of 10 think it's a bad time to sell a house.

The campaign will also include testimonials of buyers and sellers on the group's Web site, www.gfwar.org.