



Smart MOVE

COMMERCIAL POWERHOUSE HITCHES STAR TO KELLER WILLIAMS REALTY

By Jennifer LeClaire

Anyone who's done any commercial real estate in North Carolina's Research Triangle during the past two decades has more than likely heard of **John Powell**.

Powell founded Powell Properties, Inc., in 1993, and has been building quality relationships throughout the Triangle region ever since. Powell Properties has been named as one of the "100 Most Influential Businesses in Western Wake County" by *Cary Business* magazine for three years running. Powell has served as president of the Triangle Commercial Association of REALTORS®, Chair of the Cary Chamber of Commerce, president of the Cary Page Rotary Club, and is a member of the Town of Cary Appearance Commission. He's been named TCAR REALTOR® of the Year, a CoStar Power Broker and a Cary Chamber of Commerce Small Business of the Year for Community Service. Currently, he serves as chair of the Holly Springs Chamber of Commerce and is a member of the Apex Chamber's Economic Development Council.

As of July 1, 2010, Powell's relationship-building firepower became a part of the KW Commercial arsenal. He stepped up to the role of director of KW Commercial for the Cary market center, with an impressive portfolio that includes major commercial projects such as the Kitty Hawk Business Park, Norris Park and Pinnacle Park.

"I built a good reputation in Southern Wake County, but I never had a national platform," Powell says. And even though he's recently been approached by a number of national commercial real estate brokerages, he notes that KW Commercial won out because the company's values – God and family, then business – mirror his own.

NETWORKING BONANZA

Less than two months after joining KW Commercial, the decision has already started to pay off, Powell notes. He's received more than a dozen leads from residential agents in the Cary market center, as well as calls from KW Commercial agents throughout North America who want to do business with him. And that's just the beginning.

"There's an owner here with eight properties in eight

different cities across the United States. I mentioned to him that even though I don't know the market in Phoenix or Louisville or Dallas, I have KW Commercial colleagues in those cities and we can handle his entire portfolio," Powell says. "You could see the wheels turning in his head. I've never been able to offer such broad service to my clients."

During his short time with KW Commercial, Powell has also seen the company's value system in action. When his mother went into intensive care recently, Powell says his Cary market center family was by his side. "My mother is gravely ill, and my colleagues are here asking what they can do to help me while I'm out," he says. "This really is a family."



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Leveraging all of the resources before him, Powell has big plans for the Cary market center's commercial team. "I want to build a team of practitioners that help each other. I want to build a team where we can go from construction to completion, from acquisition to disposition, whether it's tenant rep, landlord rep or buyer-or-seller rep," Powell says. "I want to build a team where we can do build-to-suits, development deals and investment portfolio analysis. We're going to work together and back each other up. That's my focus." **kw**

EDUCATION EDGE

Beyond the national platform and the family atmosphere, Powell says the KW Commercial training is "second to none." He believes sole practitioners and top producers from other brokerages are migrating to KW Commercial, in part, to tap into the tools they need to succeed and, of course, to leverage the profit-sharing model that rewards associates for building teams and fostering relationships that grow everyone's business.

"KW Commercial has laid the groundwork and has all of the tools in place so that whether you are a seasoned broker, like me, or a newly licensed practitioner, you can get the training and information you need to succeed," Powell says. "Without the tools, you are not going to succeed in a good market and you are going to die in a tough market.

"Younger practitioners have a great chance to get up to speed quicker with KW Commercial than in any other environment