

ON REAL ESTATE BY NATALIE KOSTELNI



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COMMERCIAL REAL ESTATE BROKERS

DTZ sets up shop locally with 2 industry veterans



Jeffrey L. Williams



Matthew Marshall



DTZ, a commercial real estate brokerage, has entered the Philadelphia area and has lured two industry veterans – Jeffrey L. Williams and Matthew Marshall – to grow its presence in the region. DTZ joins other firms, such as Avison Young and HFF, that have recently put down stakes locally.

Williams and Marshall, who focus on the industrial market, competed with each other until they joined Cresa as a team. Prior to then, Williams was a broker at Cushman & Wakefield, and Marshall worked at Prologis, Dermody Properties and Trammell Crow Co. For now, DTZ's Philadelphia office will concentrate on industrial

transactions and grow from there.

Why join DTZ?

JW: We wanted to get back to a full-service global real estate firm so that we can service all of our clients' needs and not just do tenant representation. It made a good fit for Matt and me. You need to be like a Swiss Army knife with industrial clients and DTZ gives us that platform.

What will your territory be?

MM: We will report to an office in Edison, N.J., where DTZ has 12 industrial brokers and most of them are focused on Exit 10 [of the New Jersey Turnpike] and north. They don't have a presence in eastern Pennsylvania so we will focus on

those markets as well as from Logan in South Jersey to Exit 10.

JW: As DTZ grows its brand nationally and internationally, the company is finding that it has a lot of clients' needs in Pennsylvania and we will be able to serve those clients.

How is DTZ different from other brokerages?

MM: The chemistry working with DTZ's other offices is collaborative. There's no territorial franchises. We also aren't publicly traded and not dependent on quarterly earnings, which can be problematic. That can force revenue decisions before client decisions.