

## Real Estate Fun For Rick Hollman

### AIR Member Profile

If at the age of 11 you were the youngest Amway salesman in America, it's likely your selling talents and people skills would one day be top tier. It's also likely that you would regard interacting with people to be fun.

Such is the essence of Rick Hollman, at least as it relates to his commercial real estate career.

"I have a good time doing this; it's not drudgery in the slightest. I truly like handling deals from start to finish, then having a lot of time for myself. In fact, some of my best friends are my clients, many for years," said Hollman.

Hollman is president of The Hollman Company of Culver City, a firm he formed in 1997. He launched his real estate career in 1979 with the then Rader Company in Culver City, later forming Commercial Industrial Associates with fellow AIR member Tom Walsmith, for whom he holds great respect.

Hollman describes his firm as primarily representing property owners for industrial

properties, noting that he has focused on investments over the past five years.

He is among what appears to be a growing number of veteran brokers going it alone, though Hollman emphasizes that his assistant Yvonne Braden is invaluable at handling all administrative requirements.

"Being a lone operative allows me to focus on the quality deals and on my business, rather than the business of business," declares Hollman.

Clearly it works. Among his recent deals is the sale of a 30,000 sq. ft. industrial building on Warner Dr. in Culver City for Bill Newman of Newman Properties, a client and friend. Concurrently, Rick found Newman a 25,000 sq. ft. exchange property in Montclair occupied by Pomona Valley Harley-Davidson. Aggregate value of the deals was \$8 million. Additionally, Hollman recently uncovered a 122,000 sq. ft. industrial investment at 178th St. in Gardena for client Paul Gienger. Consideration was \$6.5 million.

Hollman's free spirit approach to his work extends to his recreation where it is difficult to imagine more contrast. Rick played polo for six years; he also dirt bikes! "Polo is not simply sipping champagne on the back of a horse. It's rough. In fact, I broke a shoulder, cracked seven ribs, and tore a knee," he says. The sport did have an unexpected upside, however. After playing polo with him, Rick sold Sylvester Stallone a building to house the actor's wine and art collection.

So what's really at the core of Rick's success. "Not only are many of my clients my friends, I'm openly candid with them. They seem to like someone who's dead square honest, even if it's not what they always expect to hear."

A native Angeleno, Rick attended California State University, Northridge, and resides in Marina del Rey.

## Quick Bursts And Coming Events

**Annual "Market Review and Forecast"** (see top story). Set for Wednesday, Jan. 19, 2005 at the Jonathan Club in downtown Los Angeles.

**Member Deals and Profiles** - As soon as you close a substantial deal, make sure you give Art Ansoorian a call. Your deal will be featured in the next issue of AIRWaves. Also be