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Simple works best for Newell's success in industry

by Jennifer Hayes

Two out of the last three years, Josh Newell has been named the top producer for Pinnacle Real Estate Advisors LLC, not a small feat considering the senior adviser with the firm specializes in the brokerage of apartment communities 10 to 60 units in size.

"I know it doesn't sound glamorous but his success stems from him coming in and working hard every day. During a challenging time in commercial real estate, Josh's tenacity produced one of his best years ever and he is a leader at our firm because of it," said Matt Ritter, principal and co-founder of Pinnacle Real Estate Advisors.

"Josh sets really high goals for himself every year, which pushes everyone around him to be better," added Jeff Johnson, Pinnacle principal and co-founder.

"The key to my success is pretty simple. I show up, work hard and cultivate relationships," explained Newell. "I don't want to be the guy who just gets the deal done but the one with whom clients have long-term relationships."

Newell developed his commercial real estate philosophy while interning at Colliers International in the San Francisco Bay area.



Josh Newell

"My experience at Colliers really is the basis for my career," added Newell, who learned under Dave Schmidt, senior vice president of the San Jose-Silicon Valley office, that the biggest part of achieving results in the industry was from coming to the office every day, maintaining contact with clients and staying positive.

While Newell's experience at Colliers cemented his commitment to commercial real estate, he also knew the difficulty in starting out – and earning a living – in the industry, especially in California.

Newell, along with a college friend, decided to drive around the Western United

States to find a place where they could settle. After stops including Arizona, Nevada and Utah, the pair settled on Denver and haven't looked back.

Yet after arriving in Denver, the San Jose, Calif., native opted to start a Web design company, all in the name of banking enough money to embark on a career in real estate.

Newell, who graduated from California Polytechnic State University, San Luis Obispo, with a major in economics and a minor in finance, worked as an investment broker with Marcus & Millichap for two years prior to joining Pinnacle Real Estate Advisors.

And as for multifamily as his specialty, his experience at Colliers also taught him he didn't want to be an office or industrial broker. Instead, Newell opted for an asset class he enjoys because of the variety of people and properties within it.

"I like that the business is one in which I have to be a selfstarter, to answer to and rely on myself," said Newell. "As well, I really enjoy the opportunity it offers me to see the whole spectrum of society from a well-heeled owner or investor to their low-income tenant. It offers a good per-

spective on life and makes you thankful for what you have."

Since 2006, Newell has closed more than \$68 million in transactions, which he attributes to his consistency.

"The most challenging aspects to commercial real estate are the unknowns," commented Newell. "The broker is very much at the mercy of the market's ebbs and flows so it is important to keep in contact with clients. I think my consistency, work ethic and relationship-driven mentality has driven me to succeed in challenging times."

Too, it helps he's a self-admitted math geek who enjoys figuring out expected rents or deriving cap rates in his head when he visits a property for the first time.

But most of all, it's fulfillment of his clients' goals that are his greatest successes, he added.

A member of the Apartment Association of Metro Denver and Denver Metro Commercial Association of Realtors, Newell also has been active with Big Brothers Big Sisters. Newell enjoys snowboarding, basketball, traveling and going to concerts. He and his wife, Alexandra, are expecting their first child in May.▲