



Brooke Subert, President
Subert Commercial Real Estate

Real estate is not only about the bottom line: it's about people, aspirations, and creating something bigger and better than what existed before. Even in the highly competitive world of brokerage, there is room for altruism. **Brooke Subert personifies the power of that dichotomy as a leader in both the commercial and hospitality real estate markets.**

Brooke developed her people-first approach while working at Caruso Affiliated in Los Angeles, California, in 2006, one of the pioneering developers of popular outdoor, high-end retail and lifestyle shopping center concepts. While there, she learned the essentials for delivering a “five-star” customer experience. Her innate strengths—entrepreneurial vision, work ethic, and detail-orientation—created opportunities for her lessee’s to increase their business through location evaluation and lease modification.

Brooke’s move to brokerage coincided with her move to the Pacific Northwest in 2013. She joined NAI Norris, Beggs and Simpson in Vancouver, Washington, and began building her portfolio through tenant and landlord representation. Employing her people-first approach, Brooke soon distinguished herself as a responsive, versatile broker capable of delivering high-level market and site selection analysis, innovative marketing campaigns, and ultimately, favorably negotiated lease terms. In her first year alone, Brooke closed more than 40 retail leases—from local, first-time operators, to national big-box tenants.

Her passion and aptitude for land development was realized in 2014 after joining Real Estate Investment Group in Portland, Oregon, where she expanded her platform with large-scale shopping center leasing and land sales. Partnering with local developers such as Gramor Development and Kirkwood and Kirkwood, Brooke brought her client-centered approach to a number of prestigious new retail centers in Portland, Tualatin, Beaverton, and Sherwood. Leveraging her skills in lead generation and cultivation, as well as her extensive professional network and market knowledge, Brooke leased more than 70,000 SF of retail space in just 15 months.

Channeling her entrepreneurial vision and aspiration into a tangible reality, Brooke found a unique niche in the hospitality real estate industry. Working with prominent hotel developers, she utilized her business and industry knowledge to identify choice sites and help resolve the inherent land use issues that accompany ground-up construction. In 2015, she personally closed more than 1,000,000 SF from land acquisitions and is on track to deliver eight upper-limited hotel developments in Oregon, Washington, Nevada, and Idaho. Through these relationships, she has worked under the Hyatt, Marriott, Hilton, and Intercontinental Hotels Group brands, among others.

With the launch of **Subert Commercial Real Estate (SCRE)** in March 2017, Brooke and her team are ready to expand their best-in-class real estate service throughout the West Coast. Founded on her core mission to partner with clients from start to finish, SCRE will continue specializing in investment, hospitality, and leasing, while serving hoteliers across the United States. By leveraging a wealth of contract and negotiation expertise, site selection and land procurement knowledge, and a keen understanding of market trends; both new and established SCRE clients can expect unparalleled, personalized service and access to enhanced real estate opportunities that help propel their business goals to the next level.

PROFESSIONAL AFFILIATIONS:

- ◆ **International Council of Shopping Centers (ICSC)**
Oregon State Chair for the ICSC Next Generation Group
- ◆ **Portland Metropolitan Association of Realtors (PMAR)**
- ◆ **Committee Chair for the annual industry-wide FRESH Event** *Portland and Southwest Washington*