

WHY I JOINED INTELICA CRE®

ED BACKER | VICE PRESIDENT

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In January 2019, I left my “safe,” high-paying job at the second largest global commercial real estate firm to join St. Louis based, Intelica CRE as a Vice President, specializing in office sales and landlord and tenant representation.

I made this move for two reasons:

- 1) Company culture**
- 2) Intelica's entrepreneurial platform**

How did these two differentiators help me service my clients better?

COMPANY CULTURE

Intelica CRE stand for “Intellectual Capital.” “Inteli” comes from “Intellectual”; “Ca” from “Capital.” For me, this play on words exemplifies Intelica's commitment to promoting a strong company culture. Intelica isn't named after its three principals – rather, it is named in recognition that each team member possesses unique skill sets where the sum of all of our parts is greater than the whole.

At Intelica, everyone has a proverbial “seat at the table” because it feels like a family. We're a growing company with nearly 50 employees and multiple departments, yet there is such a strong feeling of community and sense of shared values amongst the team. On any given day of the week, you will see team members working and strategizing on projects or simply hanging out as friends. I believe it is that kind of company culture that fosters true collaboration, and ultimately, client-centric services and solutions.



NO ONE KNOWS ST. LOUIS BETTER™



I joined Intelica CRE for the company culture and Intelica's entrepreneurial platform:

ENTREPRENEURIAL PLATFORM

Outside of company culture, Intelica's entrepreneurial platform was the biggest driver in my decision to join the company. Intelica is one of St. Louis' largest full-service commercial real estate companies and is recognized every year for transacting some of the largest office and industrial deals in the St. Louis market. Intelica has a deep bench and is full of true thought leaders in our industry. Managing Principal, Dan Dokovic, for example, is a Forbes Council Member and is frequently authored and/or quoted on commercial real estate matters.

In today's environment, having an entrepreneurial platform was important to me. The commercial real estate industry is changing every day and clients are expecting more and more from their commercial real estate partners. In addition to traditional services such as property marketing, tenant representation, and property and construction management,

Intelica has three differentiators that help me exceed client expectations:

- 1) Advanced Analytics**
- 2) National Scale**
- 3) Access To Investment Vehicles and Capital**

1. Through its research department, Intelica offers advanced analytics which help clients make informed real estate decisions. When hiring Intelica, clients have access to personnel and resources that are otherwise inaccessible elsewhere, including our full-time Research Analyst and continuously evolving in-house database system.
2. Through its affiliation with CORFAC International, a network of independently-owned commercial real estate brokerage firms with offices in 50 U.S. markets and 21 international markets, Intelica offers national scale. Through this affiliation, Intelica can maintain its unique family culture while tapping into corporate-sized resources, which enables Intelica to better meet the needs of our clients.
3. Intelica also has overlapping leadership with sister company, Bamboo Equity Partners, a fully-integrated real estate investment and advisory firm specializing in acquiring and repositioning undervalued commercial real estate. Through this relationship, Intelica and myself can offer clients access to investment vehicles and access to capital to source and/or partner on acquisitions or a variety of other commercial real estate related projects.

In summary, Intelica CRE's company culture and entrepreneurial platform have provided me with a full spectrum of tools that have allowed me to grow my clients' wealth in ways that were previously unimaginable at my former place of employment. At Intelica, there is no deal too challenging because I am empowered with what I believe to be the best-in-class commercial real estate platform.

