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COMMERCIAL REAL ESTATE LEADER LAUNCHES NEW COMPANY

Disruption and Change Create Opportunity

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Ernie Jarvis, former Washington, D.C. market leader of First Potomac Realty Trust and CBRE, announces the launch of Jarvis Commercial Real Estate, a full-service brokerage company based in Washington, D.C., one of the most significant U.S. markets.

“It’s a new day in commercial real estate. The traditional methods of providing commercial real estate services are ripe for disruption and change. With the consolidation and growth of global brokerage companies, there is a needed and valuable niche in the market where a powerful but nimble, visible and innovative service provider can flourish”, stated Ernie Jarvis, CEO & Managing Principal. “The proposition that bigger firms are better simply isn’t true – we submit that local excellence is better.”

The business environment is changing at a dizzying pace. By 2020, nearly half of the workforce will be under the age of 30, most of whom who will use their mobile devices as their primarily method of communication. The disruption caused by this marketplace evolution, as it has similarly affected other industries, will break the traditional methods of providing commercial real estate services. Jarvis Commercial Real Estate, launching at the vanguard of this change, intends to reimagine the role of a service provider by combining significant relationships with hyperlocal market knowledge, utilizing the most innovative technology, data collection, and analysis.

Jarvis Commercial Real Estate also intends to change the culture of commercial real estate brokerage by hiring just a few brokerage professionals -- only those who make waves in the industry. Contrasting Jarvis Commercial Real Estate to the larger brands, Jarvis explains, “There

will be notable cultural differences at Jarvis Commercial Real Estate, such as a management team that treats our brokerage professionals like clients, not just producers.”

Moreover, Jarvis Commercial Real Estate will “promote collaboration and communication in a smaller, more collegial environment -- free of internal competition and politics.”

About the Principal

Ernie Jarvis is a recognized industry leader in the region’s commercial real estate and business communities. Ernie’s experience combines unique roles in senior company leadership, tenant representation, and asset management and leasing.

A fifth generation Washingtonian, Ernie has served prominently in a number of noteworthy organizations, including: on the executive committee of the Greater Washington Board of Trade, as past president of the District of Columbia Building Association (DCBIA), and as a member of the prestigious Economic Club of Washington. Ernie was also named to Washington Business Journal’s “Power 100”, listing the most powerful regional leaders.
