



## **SAYWITZ COMPANY ATTENDS CALIFORNIA CORE CONFERENCE**

**Long Beach, California – May 14, 2003**

INCO Company, in its continuing effort to promote Long Beach, sponsored the California CORE Regional Conference in Long Beach on Wednesday, May 14. The CORE Network, which is the third largest national commercial network of real estate companies, was held at the Long Beach Yacht Club, which sits across the bay from the recently opened McKenna's Creek restaurant and Marina Shores shopping center, which includes a Wild Oats and PetCo.

Over 40 brokers from four different Southern California real estate firms - all of whom are members of Dallas-based The CORE Network - met at the conference to discuss commercial, industrial and investment opportunities in the region. The companies include: Newport Beach-based The Saywitz Company, Woodland Hills-based Told Realty Advisors, Palm Desert-based Baxley Properties and Los Angeles-based Ramsey-Shilling Company.

"The California CORE Regional conference highlighted the growth and potential of the Long Beach market" said Brad Miles, a principal at INCO Company who lead the round-table discussion. "As a result of the conference, three out-of-area brokers will be presenting Long Beach properties to their medical and industrial clients for Los Angeles and the San Fernando Valley".

Barry Saywitz, President of The Saywitz Company- one of Orange County's largest privately held commercial real estate companies - is an original founding member of The CORE Network. "The conference today (May 14) is a good opportunity for all the brokers in our firm to be able to meet some of their counterparts in other geographical areas, and to be able to exchange information on what those markets are doing" he said.

Others who attended the daylong event also regarded it as an invaluable tool for establishing partnerships, which will help to better serve the needs of their real estate clients.

"This is the second conference of this nature that we have had", said Michael Malick, managing director of the Ramsey-Shilling Company. "We are very effective at creating this type of synergy locally. The network's benefit, on top of the potential for deal making, is to be able to pick up the phone and call someone who is going to know that, even if they don't know you personally, they are certainly going to know the network".



According to Malick, Ramsey-Shilling has closed real estate deals through contacts from The CORE Network in Phoenix, Reno and Las Vegas, and is currently working on an investment deal in Alabama. “I was able to call up our Birmingham affiliate, who was able to give me a rundown of the local market in 15 minutes,” he said.

The CORE Network, which consists of over 70 mid-sized commercial real estate companies throughout the nation, was founded in the 1990s.

The Saywitz Company, founded in 1974, is a full service real estate brokerage and consulting firm that consists of 15 brokers. It was built on combining the traditional values of integrity and professionalism with innovative financial and negotiating techniques. Our exclusive representation of Tenants and Buyers of commercial real estate allows us the ability to provide unbiased expertise with no conflicts of interest.

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