



DOUGLAS E. SIMON

Real Estate Footprint—What's Next?

What are the real estate issues that boards & C-Suite should be focused on now, to minimize costs/risks AND to strategically capture opportunities in this changing real estate environment?

Doug Simon is one of three principals of Tactix Real Estate Advisors, a commercial brokerage company devoted exclusively to tenant representation. He has spent most of his career representing tenants and owner-occupiers in commercial real estate transactions.

Doug also served from 2018-2020 as Co-Chair of Exis Global, an international affiliation of independent tenant representatives, comprised of 25 offices and providing real estate services throughout North America, South America, Europe, Asia.

Prior to rejoining Tactix in 2016, Doug spent five years as an Executive Managing Director at one of the nation's largest, full-service brokerage firms where he spearheaded their tenant representation practice and was responsible for presenting the tenant representation portion of their annual state of the market report.

While with the full-service firm, Doug experienced firsthand the challenges that arise when a brokerage firm represents both landlords and tenants in the same market. While he obtained valuable insights into the landlord side of the business, he determined that, to effectively advocate for tenants and eliminate conflicts of interest, he needed to once again be aligned with a firm whose sole focus in the market was driving down rents. Once that decision was made, Doug's return to Tactix was inevitable.