

**STARBOARD COMMERCIAL/TCN  
WORLDWIDE REAL ESTATE SERVICES**




A comprehensive range of real estate services  
provided by entrepreneurial professionals with a  
personal commitment to quality in the San  
Francisco Bay Area

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## About the Firm

tarboard Commercial/TCN Worldwide Real Estate Services was founded in 1991 by Mr. Doron Baruth, Ms. Stella Wong Florez and Mr. Hans Hansson, who had an unique vision for what a commercial real estate firm should be. With a combined total of 55 years in representing landlords and tenants, Mr. Baruth, Ms. Wong Florez and Mr. Hansson launched an entrepreneurial company devoted to serving clients with the highest ethics and professionalism. By implementing the latest technology, Starboard Commercial provides innovative marketing techniques and hard work, ensuring every opportunity to lease or sell its clients' commercial properties is explored.

Starboard Commercial's policy is to remain a small, client-oriented firm that hires only top quality real estate brokers. Starboard's twenty-three brokers are all highly educated and experienced. They continuously improve skill levels by education and field experiences.

In 2000, Starboard Commercial joined TCN Worldwide, a consortium of more than 86 outstanding independent commercial firms, conducting business in all major markets in the United States, Europe, South America and Asia. By adding national and international real estate practices to the firm, Starboard has selectively expanded to include other complementary areas of real estate, therefore providing clients with local expertise on an international scale.

## The Starboard Philosophy

*We believe that the moderate size of our firm provides an excellent setting for personal communication between Starboard agents and Starboard principals. Details of real estate transactions are reviewed as they occur, always mindful of the fiduciary relationship between Starboard's agents and clients.*

Our real estate practice strives to unite a commitment to ethical and professional representation with a dedication to personal attention and service. Historically, large real estate firms are structured with one sales manager and a few senior agents who oversee a much larger force of junior associates. We believe that when those who have the most vested interest are involved in the training and overseeing of real estate assignments, quality of work will

be superior. Starboard Commercial has thus designed a training program whereby every agent is personally trained by one of the three principals in the areas of marketing, market knowledge, communication with clients, anticipation of problems and ethical interpretation of events. Our clients have ready access to any of Starboard Commercial's principals who are ultimately responsible for their real estate needs. By specializing in specific areas of real estate, we have become excellent in understanding issues in real estate matters. The coordination of specialties within Starboard Commercial and our access to outside professionals such as attorneys, contractors, architects and accountants all contribute to a superior real estate end product, accomplished in less time, with great customer satisfaction.



# TCN Worldwide

Starboard Commercial Real Estate is a member of TCN Worldwide Real Estate Services. TCN Worldwide is a consortium of 86 independently owned commercial real estate firms, providing expertise in over 210 local markets worldwide. TCN member firms offer a full range of real estate services which include property management, corporate services, leasing services and buying/selling of commercial real estate.

## TCN Offices - United States

Albany	City of Industry	Las Vegas	Raleigh
Albuquerque	Cleveland	Little Rock	Rutherford
Allentown	Columbus	Long Island	St. Louis
Anaheim	Dallas	Los Angeles	Salt Lake City
Arlington	Davenport	Miami	San Diego
Atlanta	Dayton	Minneapolis/St. Paul	San Fernando Valley
Austin	Des Moines	Morristown	Santa Clara
Baltimore	Greenville	Nashville	Seattle
Bethesda	Greenwich	New Orleans	Siicaon Valley
Birmingham	Houston	New York City	Syracuse
Boston	Indianapolis	Omaha	Toledo
Buffalo	Inland Empire	Philadelphia	Tucson
Camarillo	Jacksonville	Phoenix	Ventura County
Charlotte	Kansas City	Pittsburg	Washington DC
Chicago	Knoxville	Portland	Westchester County
Cincinnati	Laredo	Quad Cities	Wilkes Barre

## TCN offices - International

Calgary	Sao Paulo	Madrid	Beijing
Edmonton	Amsterdam	Moscow	Guangzhou
Montreal	Berlin	Paris	Hong Kong
Toronto	Brussels	Rotterdam	Shanghai
Vancouver	London	Vienna	Sydney

## TCN Client List - Starboard Affiliated Offices

Charles Schwab	Home Savings of America	Prudential
Dell Computers	IKEA	Silicon Graphics
Estee Lauder	Lucent Technologies	Target Stores
Federal Express	Levi Strauss	Ticketmaster
General Motors	Microsoft	UPS
GTE	Netscape	US Postal Service
HBO	Nokia	Walmart Store
IBM	Price Waterhouse	Xerox

## Areas of Practice

Starboard Commercial is a recognized expert in providing real estate brokerage services in office, industrial and retail properties throughout the San Francisco Bay Area. Starboard Commercial represents local and international landlords who own properties in the Financial District, South of Market, Jackson Square, Union Square and other commercial districts of the city. Our tenant representation list includes professional firms of great diversity within the fields of legal, insurance, software technology, educational, medical, governmental, public relations, marketing, non-profit and many others.

### Brokerage Services

*The venue may be different, but our objective and approach to providing the best representation remain the same.*

## Landlord Representation

Our approach is one of understanding the long-term objectives of the property owner as they relate to one property and other properties within the real estate portfolio. We present owners with comparable market information on rental rates, discuss strength and weaknesses of a property, identify costs associated with leasing and improvement of the property.

The ability to implement effective marketing of properties is truly the forte of Starboard Commercial Real Estate. The goal is to present property information to the widest tenant mix in the least amount of time via the most direct method. Progress is always communicated to the property owner throughout the term of engagement.

Our result oriented marketing techniques include:

- On-line marketing – More than 14 websites are constantly updated and are accessed by thousands of tenants who are already committed to seeking space. Pictures, maps and rate information are all presented in an inviting and informative manner. We average over 14,000 visitors and over 200,000 hits per week.
- Broker Marketing – Strong relationships and constant communication with the brokerage community ensure that outside brokers give Starboard Commercial properties priority when presenting property choices to their clients.
- Postal Mailing – Each Starboard Agent has a monthly mailing budget to send property information to tenants.

- Placement of signs – Eye catching Starboard signs placed in prominent places on the building are used to direct passersby to call Starboard or visit our website for convincing reasons to lease the property.
- Immediate notification to multiple listing service – We recognize that leveraging the efforts of other commercial brokers in other commercial firms will bring faster results to our property owners. The online multiple listing service updates properties daily, ensuring fast and up-to-the-minute information is broadcasted to all agents.
- On foot canvassing and personal phone calls – Starboard agents are all required to do both to seek out likely tenants. We use databases which can sort tenants by industry type, geographic area and size of firms. Colorful flyers are used by Starboard agents for personal visits to tenants.
- Email campaigns are often created to identify potential tenants by SIC code and zip codes.

## Subleasing Services

Starboard Commercial also represents clients in the subleasing of properties. Procedural steps and the expectation of time and costs are always discussed in advance. We devote time in the beginning to understand the objective of the sublease assignment. If moving to a new location is necessary, move-in dates and move-out dates can be coordinated easily. All our successful marketing techniques are also applied to our sublease assignments.

## Tenant Representation

Starboard Commercial has access to in-depth research and current availability information to help tenants match their objectives in space size, timing, lease term and economic budgets. Tenant's expansion plans and special facility needs are also discussed and understood. We always point out sublease opportunities but also highlight the advantages and disadvantages of subleasing. We take pictures during each tour and create an extranet so that all decision-makers can be updated at once on our progress.

If services of other professionals are needed to facilitate a transaction, we can recommend effective and reputable architects, contractors, lawyers, insurance agents and accountants.





## Renewal Services

Starboard Commercial's involvement in a renewal transaction is accepted by landlords. Through Starboard's professional efforts, landlords are likely to continue to enjoy a non-interrupted stream of rental income. We help landlords understand the economic advantages of renewing a good tenant and the economic disadvantages of not renewing. Tenant's goals and Starboard Commercial's specific strategies are understood and shared clearly.

## Seller & Buyer Representation

Starboard Commercial represents sellers and buyers who are interested in income producing properties as well as owner/user properties. Recognizing property acquisition and disposition are usually wealth building strategies, we readily provide financial analysis that explain rates of return and other key indicators of economic performances of properties. Our agents can point out funding sources to buyers. We provide market intelligence and recommend appropriate sales prices. Together with sellers and buyers, the entire sales process is tracked with experience.

## Management Services

*The main objective is to increase the value of a property and to expand the tenant roster.*

## Asset Management

Maximizing the value of a property portfolio requires an effective and detailed strategic plan which identifies hold/sell opportunities, plans for operational policies, systems and procedures, periodic capital improvements, and vigilant review of performance. Starboard offers asset management services in partnership with professional asset management firms of established reputation and experience. Through the TCN connection, national and international assets can be managed effectively.

## Property Management

A top notch day-to-day management team adds value to a property. Property management services include creation of operational budgets, building procedures and policies, maintenance and capital improvements, rent collection, promotion of tenant relationship, risk management and many other important functions. Starboard offers property management services in partnership with professional property management firms.



# Starboard Principals

**DORON BARUTH** Doron Baruth received a B.A. degree from San Francisco State University in 1970. He additionally holds three lifetime teaching credentials, including junior college credentials. Mr. Baruth has taught high school and has sold residential real estate in San Francisco. In early 1984, Mr. Baruth began leasing and selling commercial real estate. He specializes in office spaces and industrial and commercial sales. In 1991, Mr. Baruth co-founded Starboard Commercial Real Estate. He is married and has children in college, and has travelled extensively.

**STELLA WONG FLOREZ** Stella Wong Florez, a Hong Kong born, American educated Certified Public Accountant, graduated from Golden Gate University with a B.S. accounting degree. She started her accounting career by working for Arthur Andersen & Co. and Touche Ross & Co., auditing books and records of international as well as local clients. During the next ten years, Ms. Wong Florez polished her management skills by managing the accounting, finance, data processing and operations departments of several companies. In 1988, she began her commercial real estate career by leasing and selling office properties. In 1991, she co-founded Starboard Commercial Real Estate.

**HANS HANSSON** Hans Hansson, a native San Franciscan, graduated with a government degree from University of San Francisco in 1978. He also possesses a MPA and a MBA degree from Golden Gate University. Prior to entering the field of commercial real estate, Mr. Hansson specialized in residential and commercial property financing. From 1984 to 1991, Hans Hansson was the top producer at TRI Commercial, leasing and selling office properties. Mr. Hansson has been politically involved locally and statewide, having run for State Senate in 1990, and is a founding member of Citizens for a Better San Francisco. In 1991, he co-founded Starboard Commercial Real Estate and currently serves as Western Regional VP of TCN Worldwide Real Estate Services. He is recognized as one of the top producing brokers in San Francisco.



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