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EDGE Adds Capital Markets Division

By [Amy Wolff Sorter](#)

DALLAS—Following a three-year period of geographic expansion, **EDGE Realty Partners** is growing its **CRE** product offering. To that end, the company has launched EDGE Realty Capital Markets and hired commercial real estate investment sales veterans **Brandon Beeson** and **Mart Martindale** to lead the new division as principals; with **Steven Smith** coming on board as executive vice president.

“This is a service we wanted to add for some time to complement our other offerings,” explains **Adam Schiller**, EDGE Realty’s co-founder and managing principal. “The market is beginning to heat up, but as it relates to the timing, the talent had more to do with this expansion.”

“The talent,” as Schiller calls it, brings with it plenty of commercial real estate experience. The capital markets team came over from **Berkadia**. In addition, Beeson and Martindale were senior directors with **Cushman & Wakefield of Texas Inc.** and **PM Realty Group**; while Smith was principal and co-founder of **Summit Interests**. Furthermore, the threesome offers a good spread of real estate product type: Smith’s experience involves healthcare, hospitality and student housing; Martindale’s background is in **multifamily properties** and Beeson has a long-term involvement with retail assets.

Schiller and Beeson tell [Globest.com](#) that the cultural fit between the new team and EDGE Realty was an important driver when it came joining the company. “We knew we could come here and be successful with the business we had, and leverage the EDGE platform to generate new business,” Beeson says.

Beeson goes on to say that the commercial real estate market overall is becoming more interesting, with the retail sector starting to pick up. “Distressed assets are hot; stuff with perceived upside is getting the attention,” he explains. “The A product that’s crystal clear in a great location and credit tenants is also getting a boost.” The in-between product, however, not so much. “Your B deal with no upside and in a secondary market is struggling a bit,” Beeson comments.

Multifamily is active across a variety of geographic markets, as is student housing. Healthcare is also holding its own as well and is becoming more active. Health care reform and the upcoming election are prompting experts to note that hospital merger and acquisition activity will be one trend this year, with buyers more and more eyeing investments in the [high-credit medical real estate sector](#).

Schiller and partner Brian Murphy [launched EDGE in April, 2009](#) during the dark days of the economic crisis and within four months [expanded to Austin](#). In 2011, EDGE [hung its shingle in Houston](#). “We started with six people and now have 35,” Schiller notes. “We’re coming out of the dark side of this crazy real estate market and have continued to grow.” Adding a capital markets division to the mix is the first step. “We have the vision that the capital markets will likely grow into other services in other markets,” Schiller adds.