



## **2020 Ones to Watch: Reeves Henritze McCall, CBRE**

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Name: Reeves Henritze McCall

Company: CBRE

Title: Senior Associate

Education: University of Virginia, B.A., History and Media Studies

Which project, deal, or transaction was the “game-changer” in the advancement of your career?

Before moving back to New York, my colleagues in Atlanta and I won the agency for Peachtree Center and The Marquis Tower, a 2.4 million s/f project and the city’s largest downtown office portfolio. We facilitated ownership in deploying a multi-million dollar capital campaign while subsequently repositioning the asset, boosting rates and attracting new tenants that may have never previously considered the area. This project was a catalyst in building critical skills early on in my career and also receiving the Commercial Real Estate Board’s Rookie of the Year award that same year.

What led you to your current profession?

Having initially began my career in investor relations, it had never crossed my mind to consider commercial real estate as a profession. My two sisters had careers in other industries while each of my brothers had established careers in commercial real estate. My father was the co-founder and COO of a real estate private equity firm in the Southeast. To me, commercial real estate was an industry best suited for the men in my family. However, it was ultimately my brothers and father who convinced me to consider a career in brokerage, which is a decision I’ve never regretted.

What do you like most about your job?

I love everything about practicing real estate in New York City. Its energy and people keeps you on your toes and doesn’t allow room for mediocrity. Getting to work on some of the most iconic assets in this industry alongside CBRE’s seasoned brokers is a rewarding, educational experience that continues to motivate me in my career. I have always been passionate about this industry and appreciate that it requires a balanced skilset that is equal parts IQ and EQ in order to complete transactions, successfully negotiate, win new business and foster relationships.