

# Brokerage Newmark Pacific adds principal

BY STEVE GINSBERG

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Newmark Pacific has named David Polatnick a managing principal in the hope of making an impression on building owners.

Polatnick becomes the third principal at San Francisco-based Newmark Pacific, joining Monica Finnegan and Ed Grammens. He has owned his own real estate company, Polatnick Properties, since 1993 and is best known for redeveloping and repositioning the former Fashion Center at 650 Townsend St. That project was a notorious white elephant until Polatnick repositioned it, anchoring it with Sega of America.

Newmark Pacific was formed last June with a cadre of CB Richard Ellis brokers who all came from the tenant representation side. Polatnick will bring with him a landlord client base that includes Zoro LLC, the owner of 650 Townsend.

His other clients include Emeryville's Gallo Institute, which is looking for a San Francisco campus. The Exploratorium and San Francisco Art Institute are also in Polatnick's portfolio. He is currently selling 701 Chestnut St., a \$4 million 20,000-square-foot building, for the Art Institute.

Polatnick said he joined Newmark because it offers him a national platform that he doesn't have working solo. New York-based Newmark & Co. Real Estate Inc. is among the leading brokerages on



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**TRIO: Polatnick, Finnegan, Grammens.**

the East Coast and is in the midst of western expansion. Earlier in his career, Polatnick worked in New York and did deals with now-Newmark clients.

Since Newmark's formation in San Francisco, three brokers were added, including Jay Seiden. There are now 12 brokers in the group. Their output has included lease termination deals in the North Bay and the leasing of 731 Market St.

Finnegan said the goal is to become a full-service brokerage and she is looking for someone to head asset management.

Steve Ginsberg covers retail and real estate for the San Francisco Business Times. ■