

DID YOU HEAR?

Patterson Picks Leader for Charge in Tampa Bay Region

A Daily Look at the Movers and Shakers in Commercial Real Estate



Former NorthMarq Vice President Lauren Hanley joined Patterson Real Estate Advisory Group this week as director of its new Tampa, Florida, office. (Patterson)

By [Tony Wilbert](#)

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When **Lance Patterson**, founder and CEO of Patterson Real Estate Advisory Group, began asking people in his network whom he should consider hiring to lead his firm's new Tampa, Florida, office, **Lauren Hanley** was mentioned time after time.

With that, Patterson started recruiting to get Hanley on board. This week, the effort paid off when Hanley joined Patterson Real Estate as director of the firm's Tampa office. She left NorthMarq, the real estate services firm she had worked at since graduating from Florida State University in 2006, to work for Patterson, [an Atlanta-based](#) capital placement and real estate finance advisory firm.

"I had not been looking, but with so much going on in 2020, I was thinking maybe this would be a good time to make a change," Hanley said in an interview.

During her 14 years at NorthMarq, a national mortgage banking firm, Hanley was involved in more than \$1 billion in financing through well over 100 executed transactions. She helped structure debt and equity placements from a variety of capital sources including life insurance companies, commercial mortgage-back securities platforms, banks, debt funds and equity investors.

At Patterson, Hanley plans to help build on its success in the Southeast by expanding its presence. Since opening about 11 years ago, Patterson Real Estate has opened offices in Charleston, South Carolina; Charlotte, North Carolina; and Nashville, Tennessee, where the firm hired **Laura Cloud** [as a director last year](#).

As the firm's client roster grew, even during the ongoing coronavirus pandemic, Patterson said it made sense to have a director on the ground in central Florida.

"In the Southeast and elsewhere, a lot of our clients are doing business in more than one city," Patterson said in the interview. "Just having a local presence and the knowledge and experience is so much better and helps our clients get a much better result."

Hanley, who started Monday and spent her first day at the firm's Atlanta headquarters, said she sees opportunity for Patterson Real Estate in her home region as well as across the Sunshine State. "There's so much going on, not just in Tampa but in the entire Tampa Bay area," she said. "There are so many opportunities right now in Florida. It's a great time to be entering the state."

In July, Patterson Real Estate served as capital adviser to the development team of [Indigo Champions Gate](#), a 364-unit apartment project in Davenport, near Orlando. Patterson Real Estate helped secure construction equity financing for Red Clay Development Partners, Atlantic Residential and Batson-Cook Development Co.

Patterson Real Estate is working on several financing transactions in Florida, including deals in Panama City Beach, Fort Myers, Daytona Beach and Tampa as well.

"Lauren will be involved in all of those," Patterson said. "She can jump right into and help with transactions in process because the firm creates teams for each transaction based on who can help make the deal occur."

A native of Clearwater, Florida, Hanley studied real estate and finance in college. While in school, the FSU Real Estate Center helped her connect with NorthMarq. Her time at NorthMarq played a key part in her career and professional development, Hanley said.

Though she's spent her career in real estate finance, Hanley said she initially was attracted to another part of the industry.

"Seeing ground-up development was always interesting to me," she said.

Patterson said the firm will have a physical office soon in the Tampa Bay area. "It takes a while to find the right spot, but we'll move quickly," he said.

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Atlantic Retail Names Smith Head of Capital Markets

Retail brokerage firm Atlantic Retail is adding a capital markets team with plans to grow the new service line under the direction of **Justin Smith**, who joined the firm as the head of capital markets.

In addition to managing and expanding the platform, Smith will also continue to