

Avison Young Continues Atlanta Expansion, Buys Rich Real Estate Services

Acquisition of Boutique Brokerage Firm Expands Company's Landlord-Rep Advisory Services Platform in Southeast U.S.

By [Bryce Meyers](#)
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A week after [acquiring](#) Atlanta-based Hotel Assets Group LLC (Hotel AG) to kick off its newly launched U.S. hospitality practice, Toronto-based Avison Young has expanded its brand in the Atlanta market and greater Southeast U.S. region once again, finalizing a deal to acquire Atlanta-based full-service real estate brokerage firm, Rich Real Estate Services.



Rich Real Estate Services founder Kirk Rich to grow Avison Young's agency leasing business in Southeast region as a principal.

A boutique landlord representation advisory services firm founded by Kirk Rich, Rich Real Estate Services has brokered more than 12 million square feet of commercial space since its launch in 2001. The acquisition will provide Avison Young additional service lines in the region where it has made a point to expand its market share.

As part of the merger, Rich Real Estate Services has been rebranded as Avison Young with Rich appointed to principal. In his new role, the 30-year industry veteran will drive the expansion of Avison Young's agency leasing platform in Atlanta and the Southeast U.S., as well as source new business opportunities and cultivate existing client relationships.

"Landlord representation is about more than just leasing. It also ties into development, property management, asset management, capital markets, single-asset holdings and multi-market local, national and international portfolios - among other matters. Kirk will be able to provide value-added services in all of these areas as well as third-party landlord representation. He will also play an important recruiting role as we hire, train and develop the next generation of leasing specialists," said Earl Webb, president of U.S. operations for Avison Young.

Rich has negotiated more than 3,000 leasing, acquisitions and sales transactions totaling more than 12 million square feet over the course of his career. He broke into the industry with The Griffin Co. in 1987 where he worked his way up to senior vice president of marketing services before leaving to form Rich Real Estate Services.

A graduate of Pepperdine University, Rich is a past-president of the Georgia chapter of the Certified Commercial Investment Member (CCIM) Institute as well as the Georgia chapter of the Society of Industrial and Office Realtors (SIOR). He was named 2015 Realtor of the Year by the Atlanta Commercial Board of Realtors, and currently serves on the board of Invest Atlanta - the

city's economic development authority.



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