

AUGUST 15, 2019 | CANDACE CARLISLE

Avison Young Hires US Practice Leader for Flexible Office Group

New Executive Plans to Recruit As Team Expands Globally



Charlie Morris is Avison Young's new practice leader overseeing the firm's U.S. flexible office solutions group.
(Avison Young)

In Avison Young's latest move to broaden its brokerage offerings, the company has hired Charlie Morris to helm its new U.S. flexible office solutions practice.

Morris, a Dallas executive, has been an independent contractor for Avison Young as he juggled time as an executive at LiquidSpace, a property technology startup with a flexible office marketplace.

In his new role, Morris has been tasked with growing the flexible office practice throughout the United States and eventually the world for Toronto, Ontario-based Avison

Young. He will remain based in Dallas and report directly to Avison Young's Chair and CEO Mark Rose and work closely with Avison Young's Chief Innovation Officer John Sikaitis and his team.

"The core goal is to bring a little structure to what Avison Young is already doing," Morris said in an interview.

Morris plans to have team members in every major U.S. market, with a combination of recruits from within Avison Young and some new hires.

Some critics have said coworking is a fad that could suffer during an economic downturn as companies use their flexible leases to stop renting space. But Morris said he's readying the firm to take this niche part of the business to the future, which he expects could run upward of 30% of the office business in some markets.

"Given the growth of flexible office around the globe, we want to put a significant focus on this fast-growing sector and make sure we are one of the first calls by occupiers and ownership groups," Morris said, adding the field has already gotten to be competitive. "We'll definitely be competing with some of the big players as well as some of the regional players."

By hiring Morris, Avison Young continues on its global expansion program. In the past two months, the brokerage services firm has [hired or promoted](#) more than 60 global professionals, brokers and subject-matter experts. The firm has also acquired brokerage operations in Germany and Canada.

Morris is a seasoned real estate executive with 13 years of experience. Prior to joining LiquidSpace, he held executive roles at Cassidy Turley and Colliers International, specializing in office tenant representation. He's represented a wide-range of businesses in his career from Fortune 500 companies to private businesses to fast-growing startups.

This isn't the only new addition in North Texas for the firm. Avison Young has been [bulking up its Dallas office](#) recently with the hire of a new capital markets team overseeing business in the region, the fastest-growing metropolitan area in the United States.