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CoStar News
commercial real estate news
Washington, DC
March 12, 2019

12 MAR 2019 | TONY WILBERT

Did You Hear? Avison Young CEO Reunited with Kelly as Firm Grows Globally

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



Mark Rose (left) and Molly Kelly. Photos: Avison Young

In the late 1990s, **Mark Rose** and **Molly Kelly** worked together to create and brand global services firm Jones Lang LaSalle, formed when LaSalle Partners merged with Jones Lang Wootton in a deal that then ranked as the largest international real estate tie-up.

Twenty years later, Rose and Kelly are doing again – this time for real estate services firm Avison Young, a fast-growing competitor of JLL. Last month, Toronto-based [Avison Young completed its acquisition of GVA](#), one of the United Kingdom's largest real estate advisory firms. As a result of the transaction, Avison Young instantly grew to a company with 5,000 people in 120 offices in 20 countries.

The acquisition also moved Avison Young away from being a transaction-dependent business, because 80 percent of GVA's business came from consultative services, Rose said.

As such, Avison Young must educate clients, employees and the real estate industry as a whole about the changing company. To that end, Avison Young created a new position of global chief marketing and communications officer, and last week [hired Kelly to fill it](#) . After all, Rose said, they helped successfully launch Jones Lang LaSalle in 1998-99, and recently worked together again when Kelly served as a consultant as Avison Young acquired GVA.

Kelly began working straight away with Rose to determine the best way to communicate what they say most differentiates Avison Young from its global competitors: Avison Young is a private company owned and led by its principals, who work to serve its clients instead of being beholden to shareholders. Most of Avison Young's top competitors including JLL, CBRE, Cushman & Wakefield, Newmark Knight Frank and Colliers International are publicly traded.

"When you have the attributes of a different approach to clients and ownership, it is so critical you get the messaging right and you get the branding right," Rose said in an interview from Cannes, France, where he is spreading the word of the new Avison Young at the 30th edition of the major [MIPIM international property conference](#).

Rose told CoStar News at the conference that he and his family [had relocated to London last week](#) and would spend the majority of this year in the city to help oversee the firm's integration of GVA business in the U.K.

With the GVA acquisition completed, "We have an incredible opportunity to really hone our point of differentiation," Kelly said. While working as a consultant, Kelly said she experienced firsthand Avison Young's culture of being a principal-led organization with a collaborative atmosphere. When the company recently refreshed its logo, it offered every employee the opportunity to weigh in on three versions. Every managing director got to vote for the logo they liked best, she said.

Based in Jackson, Wyoming, one of Kelly's first jobs is to work with market research firm Fresh Intelligence of Toronto on a detailed outreach program to determine what the firm's clients want and expect. Avison Young approved "a pretty significant budget" for the research, she said. "Many organizations would not make the investment to get their point of view," Kelly said.

Kelly said her group also is working to enhance Avison Young's website, web presence and its social media channels. "In six month's time, you'll see a very robust marketing and communication platform," she said.

For Kelly, her gig at Avison Young puts her back in the C-suite of a hard-charging commercial real estate firm. She spent the previous five years running her own firm, MAK Consulting, after leaving as JLL's chief marketing officer of the Americas. "I stepped out of JLL five years ago, and [Avison Young] just seemed like the natural best fit," she said.

Rose hinted that the firm should have hired Kelly sooner. "I tell people the only thing I've done wrong is taking this long to get Molly on board," he said.

Hunt Joins Avison Young as Principal

Avison Young has hired **Wayne Hunt** as a principal with its consultation and tenant representation practice in Philadelphia and Wilmington, Delaware.

The 42-year industry veteran previously served as a



Wayne Hunt

member of Tactix Real Estate Advisors in Philadelphia. He has participated in the structuring and negotiation of 11 million square feet of leases, \$525 million of sales transactions and \$200 million of development projects for a client list that includes MetLife, GE Capital, DuPont Capital, Independence Blue Cross, Turner Construction Company, DLA Piper and HSBC.

Prior to starting his career in commercial real estate, he served with the United States Air Force.

Coldwell Banker Commercial Names Managing Director



Daniel Spiegel

Daniel Spiegel has joined Coldwell Banker Commercial as a managing director in the firm's Chicago office.

In his new role, Spiegel will lead the growing Coldwell Banker Commercial franchise network, including oversight of strategy implementation and daily operations, which has approximately 125 offices and more than 2,000 commercial real estate professionals.

Spiegel most recently served as an executive vice president of U.S. operations at Colliers International, where he led the integration of acquired businesses and brokerage division initiatives as the company expanded in the U.S. He specializes in business development, operations and recruitment.

SVN Chicago Taps Karr as Vice President

Leslie Karr has joined SVN Chicago Commercial as a vice president.

With more 20 years of retail real estate experience, Karr will continue to specialize in site selection for



Leslie Karr

retail tenant expansion strategies in addition to representing developers and owners in downtown Chicago and suburban central business districts.

Throughout her career, Karr has completed more than 500 retail transactions at commercial properties including The John Hancock Center, Citigroup Center/Metra Station, Sears Tower and more while amassing a client list that includes the likes of Habit Burger, Pearle Vision, Peloton Cycle, Francesca Restaurant Group, Gage Restaurant Group, CalSTRS, Bank of America and Apollo Real Estate Advisors.

HFF Hires Tonnessen in New York



Bob Tonnessen

Holliday Fenoglio Fowler (HFF) LP hired **Bob Tonnessen** as a director in its New York City office.

In his new role, Tonnessen will focus on debt and equity placement transactions across the region.

Tonnessen joins HFF from Newmark Knight Frank, where he served as a director with its capital markets group. In 2018, he helped execute and underwrite more than \$10 billion in financings. Tonnessen's career includes stops at LoanCore Capital and GE Capital Real Estate, and he has financed all property types across the country.

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