



W. Lawson Martin III

**Managing Principal, Market Leader
Downtown Los Angeles**

Professional Experience

Lawson has almost 40 years of experience since he started his career in the real estate business in 1979 and later joined Travers Cresa in 1986. During his distinguished career, Lawson has been providing real estate consulting services for some of the nation's leading corporations and professional firms throughout Southern California, as well as the successful negotiation of hundreds of real projects around the nation. His expertise includes national account team leadership, strategic planning, portfolio planning, valuation of assets, process management, acquisitions and dispositions of real property, and real estate portfolio administration.

Mr. Martin's specialty is identifying and understanding key business challenges and helping his clients formulate a solution in the form of a successful real estate strategy. As a result, Mr. Martin has become recognized as an expert in completing large and complex transactions of 100,000 to 500,000 square feet and larger.

Clients

Lawson has been the project lead on many major accounts including AIG SunAmerica, AOL Time Warner, Crystal Cruises, Bain & Company, Colony Capital, KB Home, Meritage Homes, Lionsgate Entertainment, Ryland Homes, Shell Oil Company, Texaco/Equilon, Trust Company of the West (TCW), and Warner Bros.

Affiliations

Lawson is a Member of CoreNet Global and Los Angeles Commercial Realty Association (LACRA).

Education

Lawson received his B.S. in Business Administration from the University of Southern California.

Contact

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"If you are looking for an experienced and innovative real estate team, I recommend spending time with Jim and Lawson prior to making any decisions."

Mark M. Hedstrom, Chief Operating Officer
Colony Northstar

