



Tim Cronin, SIOR

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Lee & Associates®-Commerce, Inc.

A Member of the Lee & Associates® Group of Companies

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Specialty / Expertise

Tim Cronin is a Senior Vice President and shareholder in the Lee & Associates® Commerce office, where he specializes in the sale and leasing of warehouse, distribution, and manufacturing facilities throughout Southern California. Mr. Cronin's approach to client needs is unique; he has adept transaction skills and market knowledge but also provides a variety of services from the beginning of the transaction to the end. These services include interpreting his clients' goals to determine the best real estate solutions, providing alternatives, creating marketing programs, coordinating with relocation teams, securing business permits, and managing tenant improvements.

Mr. Cronin has created a unique process, the Comprehensive Advantage Process™ (CAP), whereby his clients gain a competitive advantage utilizing a comprehensive strategy:

Representing Lessees



COMPREHENSIVE
ADVANTAGE
PROCESS™

- **The Vision Builder** – You provide information about your business goals and objectives and we provide you solutions and clarity to focus on your short and long-term goals.
- **The Negotiated Solution** – We provide you with alternatives, coordinate the relocation team, and initiate and finalize negotiations minimizing your potential exposure.
- **The Seamless Occupancy** – We oversee your business permits, manage your tenant improvements, obtain high pile storage permits, negotiate the surrender of the premises and return of all deposits.

Career History / Professional Recognition

Mr. Cronin's commercial real estate career began 35 years ago, at the Irvine office of Lee & Associates®. Since then, he has completed approximately 897 transactions, comprising 32.2 million square feet of space sold or leased on behalf of ownerships and 28.3 million square feet of tenant representation space. In addition, during the last decade, he has completed almost \$1.66 billion worth of transactions. Mr. Cronin has been repeatedly recognized for his tremendous sales and leasing efforts at Lee & Associates®.

- 2004 to 2020: top 3% of Lee & Associates® agents
- 2003 and 2014: top 5% of Lee & Associates® agents
- 1999 to 2002: top 3% of Lee & Associates® agents
- 1994 to 1998: top 5% of Lee & Associates® agents
- 1991 to 1993: top 10% of Lee & Associates® agents

Prior to joining Lee & Associates®, Mr. Cronin served as a branch manager for Transamerica Financial Services, where he worked in loan origination, mortgage lending, and loan underwriting.

Partial Major Client List

- 3-Day Blinds
- Americold
- AP Express
- Allstate Floral
- Bristol Group
- Coaster Company of America
- Rexford Industrial
- Hearst Publications
- Crown Associates Realty
- Homerica
- Illinois Tool Works
- Industrial Income Trust
- Kenwood
- Klaussner, Inc.
- LG International
- Majestic Realty
- McLellan Estate Company
- Goodman Birtcher
- OMP
- Panattoni
- Phillips Industries
- Prologis
- Rreef
- Spicers
- SYSCO Corporation
- Yamaha

Associations / Education

- B.A. in Economics, California State University, Long Beach, 1985
- Society of Industrial and Office Realtors (SIOR)