

COMPANY ACCOUNT

Young company is off to an impressive start

BY JILL GLASS | CORRESPONDENT

Friends and business associates who have seen Kevin White launch, grow and sell companies knew before he did that a business enterprise was likely in his future.

In 2005, White finally decided to “just do it” and took the leap to start his own firm. Just a little more than a year later, W The Real Estate Co. has earned an impressive reputation and already has expanded nationwide with offices in Houston, Austin, San Antonio, Silicon Valley and Los Angeles.

“I will never forget a good friend telling me, ‘Kevin, you don’t need to wave the flag of one of the big firms to get a ton of business. Your reputation and experience stands on its own. In addition, you’re 45 years old and I know you don’t want to wake up when you’re 60 and regret not having your own company. So just do it,’” said White, W president and CEO.

So he did. In the short time the company has been in business, W has been in a rapid sprint, adding 19 new corporate clients and handling 27 projects nationwide. One of those projects, White said, was the headquarters relocation of a billion-dollar company in Houston.”

W helps corporate clients improve profitability through effective real estate strategies and specializes in tenant representation, development, asset acquisition and disposition and portfolio management. The company also provides investment advice to institutions and wealthy individuals.

Clients range in size from large multinational companies to newly funded start-ups and include such high-profile



KENNETH BROCK

DESTINY: Entrepreneurship was always in the cards for Kevin White, founder of W The Real Estate Co.

technology companies in the Richardson Telecom Corridor as Sipera Systems Inc., Paragon Wireless and Sychip Inc.

“W was successful in getting our existing landlord to tear up our old lease, draft a new lease at far lower rental rates, provide us a substantial tenant improvement allowance and rent abate-

ments, and assure us expansion rights for future growth,” said George Barber, CEO and president of Sychip. “It was a tremendous success.”

Specialized services

W has achieved success, White said, because the company is a “stealthy boutique” firm.

“We don’t lease or manage buildings and we don’t represent landlords,” he said. “We only represent corporate tenants. You won’t see our sign in front of office buildings all over town. We know where our expertise lies and therefore carry a lot of firepower in that area.”

White earned his stripes initially by unwinding venture-backed companies out of bad leases that someone else set up. In the midst of these dealings, White said he realized those companies needed a real estate provider who is “like-minded in being focused not on a transaction, but on hitting the EBITDA goal as quickly as possible.”

During this time, White earned a reputation with many top venture capital firms in Texas and the Silicon Valley for helping their portfolio companies save millions of dollars in real estate costs.

As well as giving to clients, W also gives back to the community. The company’s motto “Live to Give” represents more than just a company saying. They are words to live, grow and succeed by. The company recently launched a program to give a percentage of revenue generated by W on each client’s project to a charitable organization chosen by the client.

“We have been gathering a lot of input on this campaign and it’s incredibly exciting,” White said.

GLASS is a freelance writer in Dallas.