

Whittlesey Doyle Adds Veteran Infill Development Specialist Greg Sullivan as Senior Land Advisor

Industry veteran Greg Sullivan has joined Whittlesey Doyle as senior land advisor focused primarily on the Orange County market. Whittlesey Doyle is a full-service land brokerage and advisory firm and market leader in the sale of land in Southern California. With a real estate career spanning more than 25 years, Sullivan has negotiated the sale of more than \$1 billion in commercial, multi- and single-family residential properties. Most recently, he co-founded a boutique real estate brokerage firm focused on infill redevelopment opportunities.

April 12, 2010 (FPRC) -- IRVINE, CALIF. - Whittlesey Doyle, a full-service land brokerage and advisory firm and market leader in the sale of land in Southern California, announced today that industry veteran Greg Sullivan has joined the company as senior land advisor focused primarily on the Orange County market. A real estate career spanning more than 25 years, Sullivan has negotiated the sale of more than \$1 billion in commercial, multi- and single-family residential properties. Most recently, he co-founded a boutique real estate brokerage firm focused on infill redevelopment opportunities.

Sullivan started his career at CB Richard Ellis in 1986 and spent 10 years as an office specialist in central Orange County. In 1997, he was hired by Arden Realty, Inc., an institutional office real estate investment trust (REIT), to head up its Orange County and San Diego regions. Sullivan's responsibilities included asset management, property management, leasing, marketing and value enhancement of an approximate four million-square-foot mixed-use portfolio. He quickly achieved stabilization of the portfolio at 94.7% occupancy and was promoted to Vice President. Due to the success of his region, he won the attention of their president and COO and was selected to head up a Taxable REIT Subsidiary (TRS) that outsourced the company's expertise and services for the benefit of Arden's shareholders. In 2002, Sullivan co-founded Urban Infill Properties, Inc., a boutique real estate company specializing in the identification, acquisition, management and disposition of urban land for residential and commercial developments, adaptive re-use, new construction and investment.

"With more than two decades of commercial and residential real estate experience, Greg Sullivan instinctively knows the value of non-performing commercial assets and the underwriting requirements for the residential product that could potentially replace them. Additionally, Greg has the working knowledge of the General Plan Amendment and Zone Change processes giving him the expertise to structure these often more complicated transactions," says Tom Doyle, co-founder and principal at Whittlesey Doyle. "We are thrilled to have him on board."

Sullivan stated that Whittlesey Doyle is a natural step in his career providing him with data, information and support to better service his clients' needs. His clientele ranges from developers to individual investors, family trusts, institutional lenders, pension funds, and both public and private builders.

Sullivan graduated from Loyola Marymount University with a Bachelor's degree in Psychology and a minor in Business Administration. He is a licensed California Real Estate Broker and a resident of

Newport Beach, Calif.

About Whittlesey Doyle

For more than a decade, Whittlesey Doyle has been the leading brokerage company specializing in the sale of land for builders, developers, investors and landowners throughout Southern California. With extensive experience in selling distressed and REO properties, Whittlesey Doyle has provided countless builders, banks and lenders with insightful options as well as managed work-out strategies for complex real estate assets and large portfolios. Whittlesey Doyle's ability to accurately match its clients' needs with outstanding market opportunities has led to billions of dollars in land sales. And, through this, Whittlesey Doyle has created long-term partnerships with its clients who have come to know Whittlesey Doyle for the hallmarks that distinctly separate the firm from its competition: market knowledge, vision, integrity and commitment. When Whittlesey Doyle sees land, Whittlesey Doyle sees opportunity. For more information on the company and its listed properties, visit www.wdland.com.

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