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Standing: Jae Lee, Managing Director, Government Services Group. **Seated (front left to right):** Merrill Turnbull, Senior Vice President, DC Brokerage; John Marvin Jones, Managing Director and Senior Vice President, DC Brokerage; and Brandon Ernst, Executive Senior Vice President, Mid-Atlantic Region

MEET JAE H. LEE

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Peter Abrahams, market president and publisher of the Washington Business Journal, recently had the chance to sit down with Jae Lee of Lincoln Property Company (LPC) on the eve of his one-year anniversary with the Firm. Mr. Lee heads up the Government Services Group team at LPC. Jae is married with two children and lives in Loudoun County.

Q: What brought you to the Greater Washington Area?

JAE LEE: I went to school at the University of Maryland. It was a wonderful experience and after graduation I decided this was where I wanted to stay. I started my career in banking and shortly afterward moved to the CRE industry.

Q: What attracted you to LPC?

JAE LEE: The industry is changing rapidly and our clients needs are changing. I was impressed with the comprehensive approach that LPC takes to the commercial real estate business. Especially in the way they approach the federal sector.

Q: How is LPC's approach different from what you've experienced at other companies?

JAE LEE: We have built an incredible team of career professionals. We have very dynamic individuals across all of our lines of business who are committed to our clients success. It allows us to build teams and access resources that aren't necessarily available in other brokerage firms. Each of our clients needs are

“It's about being in front of the economic conditions and being able to see opportunities before anyone else.”

different and we tailor our team, services and areas of expertise toward those client needs. That means that we are communicating and collaborating across, not just multiple business lines, but also between public and private sector. It allows us to be better informed and in-turn provide better guidance to our landlords and investors.

Q: You spent the predominance of your early career on the tenant side and now you've moved over to the landlord/investor side. How does that breadth of experience help you and in turn your clients?

JAE LEE: I absolutely loved representing the government with their real estate needs. The contracting officers have a very difficult and complex job and they perform at a very high level. Being able to work with owners and investors has allowed me to use that knowledge from the tenant side to provide insights that other brokers may not have.

The government's needs and requirements are changing, and we have to position our clients to both understand what their tenants need and to develop comprehensive and

complete strategies in order for them to achieve their goals. It's also important that their federal tenants get all of the things that they need from the deal.

Q: What was the biggest surprise that you found at LPC?

JAE LEE: I knew we had a very good Government Services team. One of the best and nicest surprises was to see firsthand how everyone at LPC pulls together. If I have a question and need to connect with a co-worker on the private side, I simply have to walk down the hall. We move very quickly here at LPC and to have a team of committed people at the ready has been an incredible advantage. In addition, it allows for us to move deals along as quickly as possible – something that helps both our clients and the federal government.

Q: What's your approach to the job?

JAE LEE: I love the commercial real estate industry, that's my day job. What I am really passionate about is economics and studying economic conditions that exist. When you're representing ownership and investors, being in-tune with the economy in general is critical. Having

intimate knowledge of the economic conditions impacting our clients allows our company to play a critical role in advising our clients on their CRE decisions. At the end of the day we have to understand what the credit markets and the Federal Reserve are doing in order to be able to provide the best information. It's something I focus on daily. It also happens to be both my passion and my interest to follow the economy both domestically and globally.

We recognize, as a team, that the economy is global, and we take that into consideration as we develop our recommendations. “You have to consider what is happening in Asia, Europe and the rest of the world because it does impact business here.” It's not about providing our clients with positive or negative information it's about being in front of the economic conditions and being able to see opportunities before anyone else. We want to help our client plan not react. We help our customers anticipate what is ahead. It's easy when the economy is cruising and every asset class is performing well. It's more challenging now when that's not the case.

Q: What are you looking forward to in your second year?

JAE LEE: We have hit a good stride over the past year and expect to expand on that success in the coming years. We have several outstanding properties that we'll be marketing over the coming months. Our focus will continue to be providing best in class services to our clients.

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