



For Immediate Release  
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### **Blanton Turner to Establish a New Approach to Property Management in Pacific Northwest**

October 18, 2012, Seattle - a new, leading property management firm comprised of known industry experts has launched in the Pacific Northwest, with offices in Seattle and Eugene, Oregon. The firm, Blanton Turner, plans to change the way property management is done in this new economy.

Taking their deep experience with multi-family and student housing to the next level, Blanton Turner plans to focus on an integrated property management approach, where retail and residential are interrelated and not treated as separate end users.

“We don’t believe in cookie-cutter management,” stated Barry Blanton, Principal at Blanton Turner. “In today’s new economy each property has its own set of specific challenges that need to be considered. There are a lot of moving parts involved in successfully leasing and managing mixed-use properties. First and foremost, the retail components must be treated as an amenity and should match the personality of the building and neighborhood.”

“One of the biggest challenges today is filling street-level retail in mixed-use complexes. Some spaces sit vacant for years,” added Heidi Turner, Principal at Blanton Turner. “It’s because developers either don’t understand market dynamics or they treat retail as an after thought.”

The company works on a range of issues from helping owners plan projects, finding the right mix of retailers and long-term property management. They create a personality for each project based on demographic data, and then go out and find the right pieces to make it successful.

“We call it matchmaking,” stated Chasten Fulbright, Principal and director of branding strategies. “To be successful you have to match all the end users and be willing to think of retail as a building amenity.”

“We plan to set leasing trends that not only maximize returns on investment but successfully marry local retail,” said Barry.” “With our depth of knowledge and experience in managing mixed-use and student housing, we know the trends and emerging sweet spots. We are already seeing success in our lease-ups.”

**About Blanton-Turner**

Blanton Turner is a principal-owned, leading property management firm which currently oversees properties throughout greater Seattle, Washington and Eugene, Oregon. Blanton-Turner offers real estate developers and owners solutions that span pre-development, launch lease-ups, repositioning, office/retail and financial services with extensive expertise in student and mutli-family housing. For more information visit: [www.blantonturner.com](http://www.blantonturner.com)