

10th ANNUAL REAL ESTATE FORUM

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Event Overview

THE 2020 GAINESVILLE REAL ESTATE FORUM

The Beery Rainsberger Group has joined forces with James Moore & Company to present the 10th Annual Gainesville Real Estate Forum to be held on Thursday, Feb. 6, 2020.

The highlight of this year's event will be a panel-style discussion with top local and national industry leaders on hot topics such as a real estate economic outlook from the Federal Reserve Bank, commercial and residential property trends and issues, the University of Florida's master plan of development, affordable housing, and more!

Date: Thursday, February 6, 2020

Time: 4:30 – 7:00 pm

Place: Best Western Gateway Grand, 4200 NW 97 Blvd., Gainesville

Refreshments: Appetizers, beer, wine, soft drinks and water

Sponsored By: CenterState Bank

Website: gainesvillereforum.com

Registration: <https://10thannualrealestateforum.eventbrite.com>

MEDIA CONTACT

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History of the Gainesville Real Estate Forum

In January of 2010, a group of real estate professionals (and alumni and friends of the University of Florida) gathered for a town hall meeting organized by the Beery Rainsberger Group to discuss the state of the industry. With the country in the throes of a massive recession and housing market crash, group co-founder Beau Beery characterized the event as a “pity party” due to its subdued overtones.

Despite the seriousness of the situation, however, the town hall was a success with its interactive format and exchange of ideas. So Beery and other participants reconvened the following year with a more upbeat tone (as the economy was starting its turnaround) and a new name—the Real Estate Forum.

And so began this annual gathering of real estate developers and agents, finance professionals, government officials and more. Each year saw more evolution, from the introduction of a debate-style format to the ever-increasing audience size that sells out its venue. The 2018 event saw nearly 300 people in attendance and featured invigorating discussion about millage rates, utility governance and more.

After a one-year hiatus, the Gainesville Real Estate Forum has returned for its 10th anniversary! The Beery Rainsberger Group has now joined forces with James Moore & Company, a regional accounting and business consulting firm with a dedicated real estate division, to further grow the event.

Participants at this year’s forum will include a nationally-recognized real estate professional from the Federal Reserve Bank, a senior vice president at a major university, a local commercial and residential real estate expert, an authority in governmental housing programs, commercial brokers, property managers, appraisers and much more.

About the Sponsors

CenterState Bank

CenterState is a regional bank that operates in 47 counties throughout Florida, Georgia and Alabama and offers banking options for personal, small business, corporate and treasury services. CenterState was founded over 25 years ago when a group of bankers and entrepreneurs came together around the belief that local ownership and local management would translate into a better bank. The company's core values focus on sustainability, a long-term horizon and the career development of its team.

James Moore & Company

Established in 1964, James Moore & Co. is a regional CPA and consulting firm with offices located in Gainesville, Daytona Beach, DeLand, and Tallahassee. In addition to traditional accounting, auditing and tax services, the firm also provides expertise in strategic planning, human resources, technology, leadership development and other areas. James Moore's dedicated real estate division currently serves over 600 real estate developers, hotels and motels, real estate holding companies, and independent investors located throughout North and Central Florida.

The Beery Rainsberger Group

The Beery Rainsberger Group at Coldwell Banker M.M. Parrish consists of leading commercial real estate advisors in Gainesville, FL whose core business is the sale and leasing of office, retail, industrial, and land properties with a specialization in multifamily sales in the North Florida region. The team is composed of long time Alachua County residents Todd Rainsberger, Beau Beery, Steve McKinney, and Tracy Ross. Beery and Rainsberger are also co-owners of Coldwell Banker M.M. Parrish Realtors, a 90-agent real estate brokerage that has been in business for over 105 years.

Moderators



John VanDuzer

John's real estate accounting expertise spans several areas, including development, investments, property management, hotel development, and homebuilding. As a key member of our Real Estate Services team, he has extensive knowledge of and experience with industry concerns. He also heads the firm's Tax Department and leads a team of over 40 professionals in serving the firm's business and individual tax clients. John earned a Master of Accounting and a Bachelor of Science in Accounting from the University of Florida.



Beau Beery

Beau Beery, CCIM (Certified Commercial Investment Member), is an investment advisor with Coldwell Banker Commercial M.M. Parrish, a business icon that has served the local and statewide real estate markets for over a century. A commercial real estate professional for over 20 years, his expertise includes commercial real estate development, property management and multifamily assets. He earned a Master of Science in Real Estate and a Bachelor of Science in Marketing from the University of Florida.

Panelists



Brian Bailey, CCIM, CRE - Subject Matter Expert, Commercial Real Estate - Federal Reserve Bank of Atlanta

Brian has over 20 years of commercial real estate industry experience including advisory, due diligence, valuation, transactions, leasing, acquisitions/dispositions, and financing. Currently a Federal Reserve Commercial Real Estate Subject Matter Expert, he provides thought-leadership and speaks on CRE topics and trends throughout the Southeast. He's been a guest speaker at major education institutions (Wharton, University of Florida, etc.) and industry conferences (Appraisal Institute, CCIM, etc.). After receiving a Bachelor of Arts in Business Administration from Mercer University, Brian earned an MBA degree with concentrations in Real Estate and Finance from the University of Florida. He also attained the CCIM designation.



Dr. Charlie Lane – SVP and COO, University of Florida

Charlie is responsible for general university operations in the areas of business affairs, real estate management, physical facilities, safety and security, human resources, information technology and audit. His career also includes past positions at the University of Southern California, Intermedics, the University of Houston, and Texas Instruments. Charlie holds a Doctor of Public Administration and a Master of Public Administration from the University of Southern California, as well as additional degrees from the University of Texas, the University of Central Missouri, and Southwest Baptist University.

Panelists (continued)



Betsy Pepine – Broker/Owner, Pepine Realty

After years of investing in real estate, Betsy became a full-time Realtor in 2006. She established Pepine Realty in 2010; today the company has offices in Gainesville, Ocala, Orlando and St. Augustine and is nationally endorsed by Shark Tank's Barbara Corcoran. As a broker, she helps families and businesses with relocations, second-home purchases, primary residences and office spaces. More recently, she has opened title, property management and mortgage companies. Betsy earned a Master of Business Administration from the University of Pennsylvania's Wharton School of Business and a Bachelor of Arts in Economics from Duke University.



Stephen Weeks – Housing Programs Manager, Alachua County

Stephen is responsible for the management of the county's housing programs, including SHIP, CDBG, Affordable Housing, the Housing Finance Authority, the Special Neighborhood District and other housing strategies. He has worked in the housing industry for over 40 years, serves as a liaison to various community boards, and is also a licensed contractor. Stephen received a Master of Science in Management, Accounting & Finance and a Bachelor in Management from American Intercontinental University.

Logos



[CenterState Bank Logo .png download](#)

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[James Moore & Company Logo .png download](#)

[James Moore & Company Logo .jpeg download](#)



[Beau Beery Logo .png download](#)

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Social Media

Social Media Post text:

We can't wait for the 10th Annual Gainesville Real Estate Forum on Feb. 6! We'll be there... will you? #REForum20 #GNVREForum #CRE

2nd Social Media Post text:

We're going to the Gainesville Real Estate Forum on Feb. 6 – you should join us! Sign up here. #REForum20 #GNVREForum #CRE

Hashtags:

#REForum20
#GNVREForum
#CRE

Facebook Image:



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