



Commercial Realty Advisors: Changing the Winston-Salem Landscape

If you live or work in Winston-Salem, chances are you've been by the shiny new building taking shape on the corner of Broad and Fourth Streets downtown. It's coming along at a rapid pace, and the folks at Commercial Realty Advisors are more excited than anyone. You see, it's their project AND will be their new home.

Founded in 2006, Commercial Realty Advisors has hands in every facet of the real estate world, from development to brokerage to property management. John Reece and his partners, Tommy Elrod and Jeff Andrews, know Winston-Salem and Winston-Salem knows them. Along with a host of other brokers and staff members, CRA seems to have a presence everywhere you look, with their blue skyline logo appearing throughout town among the variety of properties that they represent.

When it comes to any sort of property needs - industrial, office, retail, land, you name it - CRA has expertise to offer. And Butler + Burke has been a part of their outside team for years. "I'm a 30 year business and personal client of Butler + Burke," said Reece. "The biggest thing they've done for us is really learn and understand our business. That is so so important. And their availability when we need them is amazing."

Right now, a lot of the focus at CRA is getting the 751 West Fourth space finished up and move-in ready. A few other tenants will move in throughout early fall, with CRA settling in sometime in November. "We're proud of the space," said Reece. "It's been a long time coming. One of my favorite parts is that all aspects of it are local, from the architects to the construction team and more. It represents Winston-Salem so well."

Now the only question that remains is whether or not they'll have to add the outline of their very own building to that skyline logo!