

## Spotlight on Industry Leaders: Commercial Real Estate Agencies

### BARBERMurphy Group, Wayne Barber Jr. and Paul Murphy, Principals

Established in 2005, BARBERMurphy Group focuses exclusively on commercial, industrial and investment properties in 14 Southern Illinois counties and offers a full spectrum of commercial brokerage services. According to principals Wayne



Barber and Paul Murphy, the Shiloh-based firm currently has over 250 listings in 40 municipalities and 14 counties, fulfilling the company's slogan, "We're All About Southern Illinois."

To more aggressively market listed properties, BARBERMurphy Group is now offering clients a unique vertical Web site to bolster online traffic as well as improve online presence and visibility. Barber says the vertical site offers benefits over general Web sites because they focus on a specific segment of commercial real estate. Common sites include industrial, retail, land, office and general commercial. Vertical Web sites

typically use a focused subject that features only a specific segment that is relevant to a pre-defined property type or set of topics. These offer greater search precision, Murphy says, by limiting the scope and thus simplifying the search process to more efficiently help market properties.

Sample reference Web sites are: [www.frankscottparkway.com](http://www.frankscottparkway.com), [www.greenmountroad.com](http://www.greenmountroad.com), [www.illinoisindustrialproperty.com](http://www.illinoisindustrialproperty.com). These are in addition to BARBERMurphy's home Web site, [www.barbermurphy.com](http://www.barbermurphy.com).

BARBERMurphy Group has recently added professional staff with extensive

experience and background in local government planning and economic development. Barber says this expertise will serve clients in dealing with zoning and land use issues, consulting on financial programs to enhance business planning and site selection services for clients looking for a number of sites that meet their particular parameters. In addition, BMG has the expertise and resources to provide wide range of professional services to local governments to address specific planning and development needs, and help to define and develop strategic plans to advance projects.

# Industry Leaders – Commercial Real Estate Agencies

*(Ranked by Number of Illinois Licensed Agents\*)*

Agency	Managing Broker	Illinois Licensed Agents	Major Transactions 2010	Acres Transacted in 2010	Square Footage Transacted in 2010
<b>BARBERMurphy Group Inc.</b> 1173 Fortune Blvd. Shiloh, IL 62269 618-277-4400 <a href="http://www.barbermurphy.com">www.barbermurphy.com</a>	Wayne Barber Jr., Paul Murphy	14	Scott Credit Union bought 13 acres in Edwardsville from Florists' Mutual Insurance Co., Nautice Global Group sold 196,000-s.f.-building in Benton to Komet LLC, Contractors Roofing & Supply sold 23,000-s.f.-building in Belleville to Davallen LLC, 159 Developers Inc. leased 19,000-s.f.-office in Swansea to Multimedia Midwest LLC, Herndon Enterprises LLC sold 28-unit apartment complex in O'Fallon to T&T Rentals	54	655,200
<b>Johnson Properties Inc.</b> 314B Fountains Pkwy. Fairview Heights, IL 22208 618-632-1212 <a href="http://www.jpisites.com">www.jpisites.com</a>	Terry Johnson	12	26 office transactions, 17 retail transactions, 9 land sales, 5 industrial transactions and 21 miscellaneous transactions with churches, investment properties, gas stations, funeral homes	62	255,300
<b>Kunkel Commercial Group Inc.</b> 784 Wall St., Ste. 100A O'Fallon, IL 62269 618-632-8200 <a href="http://www.kunkelcommercial.com">www.kunkelcommercial.com</a>	Dave Kunkel	8	Sold 120-acre farm in Brighton, IL, sold 5,400-s.f.-building in Fairview Heights, sold 16.43 acres in Edwardsville	146	196,000
<b>Balke Brown Associates</b> 1001 Highlands Pl. Dr. W., Ste. 150 St. Louis, MO 63110 314-621-1414 <a href="http://www.balkebrown.com">www.balkebrown.com</a>	Steve Brown	2	U.S. Attorney lease renewal, Procter & Gamble	0	587,700

\* Data was provided by respondents in an informal survey conducted by the IBJ staff in March 2011 and has not been verified by the Illinois Business Journal.