

BROKER TEAM

of the Month

Presented by Willmeng Construction

Partners since 2007, multifamily professionals Bill Hahn and Trevor Koskovich have been riding the highs and lows of the Valley's commercial real estate market for more than a decade. "I remember meeting Trevor for the first time over a lunch in Old Town Scottsdale," Hahn recalls. "We hit it off and we had a plan."

STARTING POINTS

Early in 2018, Hahn and Koskovich moved their entire 10-team member operation from Colliers to NorthMarq Capital. The firm is an industry leader in commercial real estate finance with annual production volume of \$13 billion and a loan-servicing portfolio of \$52 billion on behalf of more than 50 institutional investors and the government-sponsored entities (GSE's). /// "We realized this would be a good alliance," says Koskovich, President of newly created NorthMarq Multifamily Investment Sales group. "We each had what the other wanted."

BACKGROUND

Hahn, Executive Vice President of NorthMarq Multifamily Investment Sales, and Koskovich, came to the commercial real estate industry on vastly different paths. "I entered the business with Marcus & Millichap in the early 1980s," says Hahn. Koskovich, on the other hand, entered the arena with an entrepreneurial energy, having sold two companies he started. "I believed commercial real estate would be a great industry for me," he says. "I interviewed every firm in town to find out which would be the best fit." /// Sperry Van Ness proved the right launching pad for Koskovich. "I knew that working with Bill was ultimately going to offer me the most opportunity and room to grow," he says. /// At 27, Koskovich had little idea of the obstacles looming on the horizon. "The market was ready to fall off a cliff. I recall the best advice I gave him," says Hahn. /// "He told me, stop talking to owners of commercial real estate and start talking with the lenders," says Koskovich.



Bill Hahn

Trevor Koskovich

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L to R: DON VEDEEN, TREVOR KOSKOVICH, JESSE HUDSON, AND BILL HAHN

COLLIERS

A year later, Colliers was the pair's new home as the duo fought the uphill battle of the Great Recession. "Those years were lean," says Hahn. "But Trevor was never discouraged and we built our format, which is largely the same today."

/// "We hit the road to New York, Miami, Chicago, Dallas, and other markets in 2008-2010 and talked to bankers, Fannie Mae, and Freddie Mac," says Koskovich. /// The formula they developed places Koskovich out on the front lines prospecting and developing business. Hahn is the deal closer, bringing together pricing and packaging for clients. "Bob Mulhern helped with that; he had us take personality tests," says Hahn. "It got us to focus on what people do well, and what they like best."

TRANSITION

The transition to create a new business with NorthMarq Capital provided the team with an important opportunity to advance to the next stage of growth. "It was hard to leave Colliers," says Hahn. "We felt, though, that in order to deliver a higher level of service to our clients, we needed to make the change," Koskovich says.

/// NorthMarq Capital's appeal involved its status as a Delegated Underwriting and Servicing Lender (DUS) and Freddie Mac approved Seller/Service. "As an industry, this is where the multifamily business is headed," says Koskovich. "In order to have success in multifamily investment sales, you have to be strategically aligned with the GSEs – Freddie Mac, Fannie Mae, Federal Housing Administration, and Housing and Urban Development."

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MOVING FORWARD

Creating the correct architecture of the DUS model in Phoenix is the top priority. “We are the avant-garde professionals in bringing this approach to the Valley,” says Hahn. “We want to grow the NorthMarq brand for multifamily investment sales.” That expansion will not just be local. “We are building a platform that will be repeatable in high growth markets across the country,” says Koskovich. “We hope to be in 30 markets in the next three to five years.” /// Other areas of potential are manufactured housing and market penetration in Tucson, Albuquerque, Las Vegas, and El Paso. “There is not a sole reliance on Phoenix,” Koskovich says.

INTANGIBLES

What makes the pair great teammates is not only a successful business relationship, but a personal one as well. Both are Arizona State University graduates. “We are great friends who have traveled abroad,” says Hahn. “We have visited South America and climbed Mount Kilimanjaro in Africa.” /// “We are both competitive and know resilience in this business is the key to success,” Koskovich says. /// Each has distinctive traits that complement the other. “Trevor is outgoing and pedal to the metal,” says Hahn. “What he believes he will accomplish gets done.” /// “Bill is steady, does not get distracted, and is a great mentor,” reflects Koskovich.

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GREATER PHOENIX

While transaction opportunities become harder to find as the cycle elongates, Koskovich still identifies Metro Phoenix as a premier choice. “This is a very attractive market relative to the national picture,” he says. “We stack up very well and are far more mature now than in 2008.” /// Hahn, for all his years in the business, does wonder about transaction levels. “I am astonished by the sale prices,” he says. “Part of that is because inventory levels are lower than they have ever been in Phoenix.”

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- BILL HAHN &
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CONCLUSION

Unquestionably, this powerhouse duo has a long runway of success ahead as it leads the field with a new model. “Every day we are trying to grow the business and market share, expand opportunities, and fill the cup,” says Koskovich. /// Hahn, still with fire in the tank, says he knows that NorthMarq is well served when he finally decides to call it a career. “I am not planning on it,” he says. “But with Trevor’s dynamic attributes, NorthMarq can look at him to lead the business for the next 10 to 20 years.” /// Sounds like a couple of great decades. ■