



Joseph Florence, CCIM Senior Director

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Professional Expertise

A strong commitment to the commercial real estate experience brings clients complete market knowledge of the Northern Utah marketplace. Joe's many years of community involvement has helped him to be more knowledgeable about all market conditions, the day to day changes, and the long term growth and economic development plans for the area. This has helped to make his clients better understand what to expect in the marketplace as they have asked for his services.

Joe has spent the last eight years of his business in the Northern Utah commercial real estate market only, working for clients in all aspects of the business. He has been involved in development projects, office, retail, multifamily and industrial property sales and leasing. He understands the property management and has managed projects for some of his clients. He has an extensive list of clients that include banks, credit unions, major grocers, small retail shop users, multifamily, and industrial clients. He is currently the Branch Manager of the Northern Utah Office of Cushman & Wakefield/Commerce. He is always available for more hands-on daily service to meet client's needs.

His previous experience included a partner in The Haws Company, his own commercial real estate firm in Salt Lake City, and a General Partner of many real estate limited partnerships. He also has a strong financial background and has been a stockbroker with Merrill Lynch.

Joe earned the coveted CCIM (Certified Commercial Investment Member) designation, the highest given by the National Association of Realtors - Commercial Investment Real Estate Institute. This is awarded by his peers after an extensive education program and a proven track record of commercial real estate business. A CCIM is considered the Ph.D. of commercial real estate and is recognized throughout the industry. He has served as the Utah Chapter President, a Regional Vice President of CIREI, and on the national committee of political action. He has also served the Utah Association of Realtors as the Chair of the State Legislative Committee.