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### **PRESS RELEASE**

# GSEC signs MOU with Turton Commercial Real Estate



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Seventh MOU strengthens region's value proposition

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(Sacramento, CA) – The Greater Sacramento Economic Council (GSEC) signed a Memorandum of Understanding (MOU) with Turton Commercial Real Estate, a boutique commercial real estate firm specializing in the sale and lease of properties in Sacramento's urban core. Turton Commercial Real Estate represents properties totaling over 2,000,000 square feet in Sacramento's Midtown and Downtown markets and currently has over 400,000 square feet available for occupancy.

Turton Commercial is the first locally-owned firm to be added to an impressive list of MOU's signed with Sacramento area branches of Fortune 500 real estate offices, including: Jones Lang LaSalle Incorporated (JLL), Cushman & Wakefield, Avison Young – Northern California, LTD, Colliers International, CBRE, and Newmark Knight Frank. These partnerships enhance collaboration in growing the economy by creating a seamless site selection process for companies choosing to locate in the Greater Sacramento region.

The purpose of the MOU, initiated by GSEC, is to clarify the collaborative roles played by each party in attracting firms to the Sacramento region. GSEC will provide support to Turton Commercial including research, data, public relations support, and identifying local incentives. Turton Commercial will leverage GSEC's expertise and resources to increase visibility of the region and increase opportunities for economic growth and investment. Each organization will also look for ways to collaborate on cross-promotional events and marketing campaigns to increase the economic profile of the region.

Turton Commercial Real Estate represents some of the most desired office and retail spaces in the Capital region

including the Ice Blocks, The Cannery, 1130 K Street, 830 K Street, 730 I Street, 1300 U Street, and The Press building, as well as, many of the most desirable infill development and redevelopment sites in the urban core. Joining the expertise of GSEC with the creative and passionate work of Turton Commercial's brokerage team boosts the six-county region's attractiveness and competitiveness on a global scale.

"We're very excited to collaborate with GSEC." Stated Ken Turton, President of Turton Commercial Real Estate. "Turton Commercial offers a unique value proposition to our clients. We illustrate the highly desirable live, work, play lifestyle of Sacramento's urban core and combine it with sound economic fundamentals in our transactions. It is a quality-of-life metric that is inarguable but difficult to monetize. We generate best-in-class marketing materials, including Sacramento's GRID Magazine, and use creative methodology to attract firms to the urban core. GSEC has a synonymous understanding of the importance of the quality-of-life construct, but in addition, they have the connections and information resources to help make the economics work. It is a perfect example of the whole being greater than the sum of its parts."

Turton Commercial Real Estate offers a vast range of services including buyer, seller, tenant, and landlord representation. Turton has leased and sold office, industrial, retail, and mixed-use properties totaling over \$1 Billion in consideration throughout the region. Their brokers are well versed in every phase of real estate, and they provide top-tier service for businesses looking to grow in the region.

"Collaborating with the Turton Commercial team will help create a competitive advantage for attracting additional jobs and investment to our region.

Companies analyze data when making decisions for where to operate, and the employee experience is becoming a key factor in that decision making. The Greater Sacramento region is an attractive location for attracting and retaining talent." said Barry Broome, President & CEO of GSEC.

Joining the economic expertise of the Greater Sacramento Economic Council with the real estate and investment expertise of Turton increases the visibility of the region and provides greater resources for investors moving to Greater Sacramento.

#### **About Turton Commercial Real Estate**

We are a boutique firm made up of fresh agents and out of the box marketers with a passion for Sacramento. We tore down those divisive office walls and created a collaborative work environment where all information is shared to benefit our clients and their real estate. We recognize tradition, yet embrace the future. We are a firm comprised of commercial real estate pioneers that think beyond the scope of work to get the job done.

Whether tenant or landlord, buyer or seller, we combine industry knowledge, know-how, and resources with creativity, hard work, and a relentless passion to beat client expectations to yield results. Contact us anytime to discuss the perfect property for your firm or how to maximize the value of your own property. Interested in learning about the market or working for Turton

Commercial? Let's grab a coffee at Temple or a beer at LowBrau. Our treat.

#### **About the Greater Sacramento Economic Council**

The Greater Sacramento Economic Council is the catalyst for innovative growth strategies in the Capital Region of California. The organization spearheads community-led direction to retain, attract, grow and scale tradable sectors, develop advanced industries and create jobs and investment throughout a six-county region. Greater Sacramento represents a collaboration between local and state governments, market leaders, influencers and stakeholders, with the sole mission of driving inclusive economic growth. The Greater Sacramento region was founded on discovery, built on leadership and fueled by innovation.

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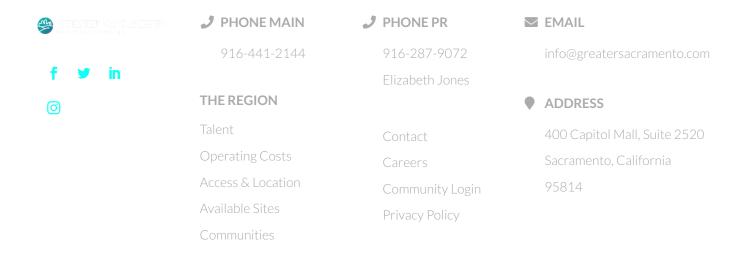
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