

# Associates of the Month

## Northern California



**Efi Luzon**, Senior Associate  
Palo Alto, CA 650-752-0752  
[eluzon@cbtnorcal.com](mailto:eluzon@cbtnorcal.com)

**Efi Luzon**, Senior Certified Associate of the Palo Alto-Downtown office is our Associate of the Month. In the month of August, Efi was involved in 3 property sales. The largest of these efforts was a 26 unit, 2 story garden style, apartment project on an acre of land, at 1825 N. California Avenue, in Mt. View, CA. It sold for **\$3,650,000**. According to Efi, the units and grounds were in mint condition and the transaction literally "closed" in record time. The other two properties in which in which Efi was involved were investment transactions. The total consideration for both was **\$1,126,000**. Efi, August was good to you! Congratulations on your closing total of **\$4,776,000**. This is fantastic!!

## Southern California



**Allen Sarlo**, Qualified Associate  
Marina Del Rey, CA 310-301-3500  
[surfsarlo@aol.com](mailto:surfsarlo@aol.com)

Congratulation to **Allen Sarlo** who closed **3 million dollar+** multi-family transactions in August, total over **\$3.9 million** for the month. Allen specializes in residential income properties along the So. Cal Coast from Marina Del Rey to Malibu. The service Allen has given his clients over his career has afforded him a large repeat client and referral base. In his spare time he is a world class surfer who has been featured on the cover of several surfing magazines. He is known to locals as "The King of Malibu", and has leveraged his highly competitive nature to great success in real estate. Allen lives in Malibu with his wife and two children. Congratulations to Allen for consistently being among our Top Associates and Associate of the Month for August.

## Florida



**Bill Rex**, Certified Associate  
Sarasota, FL 941-925-8586  
[william.rex@coldwellbanker.com](mailto:william.rex@coldwellbanker.com)

Bill joined the Sarasota Commercial Office in February of 2001. Previously he had retired from Pharmacy Corp. in Kalamazoo, Michigan and joined CWB Commercial Real

estate in Kalamazoo. Bill is a graduate of the University of Texas and is nearing his CCIM designation. Bill has worked very hard to become recognized as one of Sarasota's leading brokers. He has done that and is the Sarasota Commercial Office leader for 2002 with a volume of just over **seven million**.

## Chicago



**Bruce Heller**, Senior  
Chicago, IL 312-919-4722  
[heller@coldwellbanker.com](mailto:heller@coldwellbanker.com)



**Edward Pohn**, Senior  
312-475-3240  
[epohn@coldwellbanker.com](mailto:epohn@coldwellbanker.com)

The Senior Certified team of **Bruce Heller** and **Edward Pohn** take this month's honors as "Associates of the Month." Both have been active all year long with many listings and sales. However during August, 2002 they went "Over the Top," as they represented the purchaser in a **\$13,725,000** multi-family transaction.

Bruce has over 18 years of commercial and multi-family experience. He specializes in apartment buildings, industrial sites, office properties, and strip shopping centers. Bruce has also taught courses in real estate acquisition, analysis, management and syndication.

Edward began his real estate career in 1980, as an office-leasing specialist, and has worked with many major corporations during this time. He has also worked with both buyers and sellers of apartment buildings, shopping centers, vacant land and industrial properties. Ed also works on distressed and bankrupt properties, providing clients the opportunity to purchase real estate through the court system or directly from the lender.

## New Jersey / New York / Connecticut



**Philip Gentile**, Senior Associate  
Matawan, NJ 732-583-8809  
[Pgentile@coldwellbanker.com](mailto:Pgentile@coldwellbanker.com)

We are proud to announce our Associate of the Month, **Philip Gentile**. Philip has been a real estate agent for 30 years. He has a BS in Electrical Engineering which is useful in commercial real estate. Phil is a Senior Certified Commercial