



Urban News

From: CRAIG SWEITZER
Principal

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Urban Works Real Estate is very pleased to announce that Charlotte Larson and Sara Daley have joined our retail brokerage firm as Senior Associates.

Sara and Charlotte bring with them a significant retail brokerage business which they established at Windermere Commercial. Their dedication to client services, extensive market knowledge of Portland's urban neighborhoods, and strong connection to the business community are the cornerstones of their success. The continued revitalization of the retail districts in North and Northeast Portland are a testament to their commitment to fostering the growth of the local economy.

All of Charlotte and Sara's existing clients, listings and development projects will transition over to *Urban Works Real Estate* with their continued guidance. Charlotte and Sara's team approach to brokerage is a perfect complement to our existing brokerage group and exemplifies Urban Work's commitment to all Portland neighborhoods.

Charlotte has negotiated countless real estate transactions and enjoys the challenge of implementing complex urban redevelopment projects while serving the diversity of stakeholders involved in shaping Portland's neighborhoods. Underlying her body of work in commercial leasing and sales is a commitment to supporting the local economy and sustainable growth of the Portland region. She has successfully represented adaptive reuse, transit oriented development, mixed-use and historic rehab projects in addition to the business owners who give them life. Charlotte transitioned to brokerage from urban planning after completing Portland State University's graduate program in real estate development. She is an east coast transplant and moved to Portland from Massachusetts in 1998.

Sara has partnered with Charlotte since 2005. Sara's work is anchored by a strong allegiance to Portland's local entrepreneurs and development community. She has ushered scores of lease and sale transactions to fruition, and represents a broad range of clients from local property owners, community development corporations and start-ups to national developers and regional firms. Sara is a seasoned negotiator with strong communication skills and fifteen years of experience managing people, projects and contracts. She has held such diverse positions as Product Manager for Adobe Systems, Retail/Restaurant Account Executive for the Portland Mercury Newspaper, social worker and bar/restaurant manager. Before relocating to the Northwest in 1991, Sara grew up in Vermont.