

# Back in Business, Back in Buildings: How property managers are bringing in tenants

BY BRANDI SMITH



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When Laura Fishback joined Avison Young as Dallas Market Leader a month before the pandemic shutdowns in 2020, the newest member of the property management team thought she'd have plenty of time to get acclimated.

"It was just the opposite," she says. "Property management was thrown into hyperdrive."

At the time, Avison Young had only one building (a 156,000-square-foot Class A+ office building) under management. Flash forward to 2022 and the firm now manages seven office buildings totalling 418,000 square feet, four medical office buildings totaling 167,000 square feet and three industrial sites totaling more than one million square feet.

Fishback credits that growth to being persistent, engaged and truly caring about the client's needs.

"This is a major differentiator with us: we listen to what our clients need and make it happen," she says.

As an example, Fishback offers the story of Avison Young-Dallas' second property management client: Metrocrest Hospital Authority. She cold-called a contact there and hit it off, discussing how they could address and improve the asset's property management needs.

"This was during the pandemic, so the process took about seven months for us to get onboard. Previously they had managed the asset in-house," says Fishback. "When we took over there was a significant amount of updating

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to be done in processes, operations and best practices, among others.”

That persistence, engagement and care is what won Metrocrest over as a client, she believes.

“We’ve also grown our property management team from two employees to nine,” says Fishback. “We are still expanding and are currently in the process of hiring an administrative coordinator.”



Laura Fishback

Just as Avison Young is adding staff and expanding its footprint, it is assisting its clients in filling up properties.

“It has been a very slow process. This is mostly due to company policies on COVID return-to-work procedures,” Fishback says. “However, our building occupancies are now close to pre-pandemic levels. Even though we are socially distanced and following protocols, it is so nice seeing buildings full of people again.”

Managing safety and social distancing has led to properties taking a different direction when it comes to adding value.

“Property managers and owners are looking to bring people together while staying socially distant. This has led to many owners optimizing outdoor spaces, reconfiguring common areas and lobbies and adding new amenities to their buildings to allow for tenants to be comfortable and safe while moving throughout them,” explains Fishback.

Those improvements are generating excitement for tenants who are eager to see what property managers are doing to find safe ways of reimagining amenities and activities while also connecting with one another.

“We are currently adding a tenant lounge and C-Store to our Parkview building so that the tenants can get a quick snack or come down for a break or small break-out meeting,” Fishback adds.

Those challenges and opportunities are what she says she loves about being part of Avison Young.

“It has truly been a blessing! Coming to work is always an adventure and I’m looking forward to our property management team growing and delivering

the best in services and experiences for our tenants,” says Fishback. “We also strive to exceed expectations to get the most out of our clients’ strategies, properties, portfolios and investments. And finally, I am focused on leading and empowering our team, because at Avison Young we are powered by people.”

For more information about the property management team of Avison Young-Dallas, you can reach Laura Fishback by emailing [laura.fishback@avisonyoung.com](mailto:laura.fishback@avisonyoung.com) or calling 214-559-3900.

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