

BRENDA G. CRENSHAW

Vice President



Years of Experience: 30

Education:

Bachelor of Business
Administration

University of Texas, 1985

Professional Licenses:

Licensed Real Estate Agent
Licensed Real Estate Appraiser

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(281) 582-0935 Direct

Brenda joined CDS in 2008 bringing a diversity of experience to the team including Commercial Appraiser, Site Location Analyst, Portfolio Analyst, and CFO. As Vice President of CDS she is responsible for managing a wide variety of market feasibility and economic studies. Her work entails commercial retail/restaurants, business parks, general and medical office and various types of multifamily and single family housing demand studies. Brenda performs market planning and feasibility studies for private developers, investors, municipalities and local economic development entities. At CDS, Brenda has completed student housing planning and feasibility studies for privately developed and institutionally owned facilities.

She began her career at Weingarten Realty in 1985 as a Site Location Analyst. She assessed land acquisitions for market feasibility, financial feasibility, and business plan fit of new commercial developments. In 1988 at Bank One Corporation, she was a Portfolio Analyst of approximately 80 commercial properties held for disposition by the FDIC.

Her experience includes performance of over 400 appraisal assignments including multifamily housing, hotels and motels, urban/CBD office buildings, retail centers, industrial properties throughout Texas. Brenda is a member of the Houston Association of Realtors and Commercial Real Estate Women. She is also active in NAIOP, ULI and the International Council of Shopping Centers.

Mrs. Crenshaw's recent professional work includes:

- LaCenterra Mixed Use Development – Assessment of market demand and support for Phase II. Research included consumer resident surveys, interviews with brokers/leasing agents/tenants, competitive supply analysis and comprehensive demographic buying power analyses.
- Student Housing - Portland State University - - evaluated market potential and feasibility for proposed privately owned and operated off campus apartment style student housing facility in urban Portland. CDS provided recommendations for pricing, unit mix and amenities.
- City of Tomball Business/Industrial Park – Conducted study of market opportunities to assist the City in planning and marketing a new park.
- Livable Centers Studies – Provided wide-ranging market and economic research to planning teams working together to design Livable Centers.
- Mid and High-rise Residential – Conducted market feasibility analyses determining demand, timing, mix and lease rates for proposed projects.
- Mixed-use Development - Performed studies for planners, developers and land owners to determine the best market supported mix of uses.