

## BRENDA G. CRENSHAW

Vice President



**Years of Experience:** 38

**Education:**

BBA Real Estate/Finance

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, assessing land acquisitions for market and financial feasibility. In 1988 at Bank One Corporation, she was a Portfolio Analyst of approximately 80 commercial properties held for disposition by the FDIC.

Her experience as a licensed appraiser includes over 400 appraisal assignments including multifamily housing, hotels and motels, urban/CBD office buildings, retail centers, industrial properties and religious facilities. Brenda is a member of the Houston Association of Realtors. She is also active in NAIOP, CREW, ULI and the International Council of Shopping Centers.

Mrs. Crenshaw's recent professional work includes:

- Student Housing – over 50 college campuses - evaluated market potential and feasibility for proposed on and off campus student housing developments. CDS provided recommendations for number of beds, pricing, unit mix and amenities in the United States and Canada.
- Business/Industrial Park – Conducted study of market opportunities to assist in planning and marketing a new park for several cities in Texas.
- 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/sales rates for proposed projects.
- Mixed-use Development - Performed studies for planners, developers and land owners, to determine the best market supported mix of uses.
- Retail and Office studies – Both private and public sector projects that conclude in the future demand, pricing, absorption, gap analysis, leakage, and supply in the market.