



Green Light Retail Hires Gerst to Launch New Firm

Roger Gerst to Lead Green Light Advisors, Specializing in Lease Renegotiations

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Gerst

Bethesda, MD-based Green Light Retail recently launched "Green Light Advisors", a firm intended to assist landlords and tenants with lease renegotiation issues.

In support of this new firm, Green Light released the results of a recent survey it conducted of retail landlords and tenants that "indicated the time spent on lease renegotiating has more than doubled in 2009 compared to 2008, with almost 50% spending more than 10 hours a week on lease renegotiations." Additionally, the firm said "almost 33% are worried that lease renegotiations are creating ill will; and almost 70% said renegotiations take away from primary business."

Green Light hired 30-year retail real estate veteran, Roger Gerst to head the new firm. Previously, Gerst was the principal broker at Realty Strategy Associates, served as director of leasing for Carl M. Freeman Associates, and was a senior associate and project equity partner with Trammell Crow Company. Gerst is deeply involved in the International Council of Shopping Centers' Government Relations, Alliance, Congressional Contacts, Environment, and Brownfields Committees.