



# NAIOP

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION  
NORTHWEST FLORIDA CHAPTER  
We **are** commercial real estate

April 2015

## Member Spotlight



### Chris Palmer

Advisor  
Sperry Van Ness Southland Commercial Real Estate

NAIOP NW FL: Board of Directors (2013-Present),  
Developing Leaders Chair (2013), Membership Co-Chair  
(2014), Secretary-Elect (2015), Golf Tournament Committee  
(2011-2014), Membership Committee (2014)

*Always strive to get better at your craft. If you're on cruise control someone else is catching up with you...*

#### **Do you have any hobbies?**

Most of my hobbies are somehow tied to being on the water-fishing, boating, or just sitting on the beach. I also enjoy cooking, playing sports, and cheering on my Seminoles.

#### **What is your dream vacation spot?**

There are a lot of places I want to visit, but my dream vacation would probably be a bill fishing trip to Costa Rica.

#### **What is your guilty pleasure?**

Enjoying an adult beverage and cigar on my back deck.

#### **What 3 business tips can you share with others?**

The first and most important business tip that I would give is never let any business dealings compromise your integrity. No deal is worth ruining your reputation! The second business tip I would give is to always strive to get better at your craft. If you're on cruise control someone else is catching up with you. The third business tip I would give is to enjoy what you do. Life is too short to miserable with your job.

#### **Career Achievements**

I think the most significant achievement of my career to date is merely the fact that I still have a career in real estate! When I first started my career the market was still in the trough following the collapse of the market. It is a tough industry to break in to even in a good market. When I told people

I was starting a career in commercial real estate most of them thought I was crazy so I'm proud just to still be here!

### **Biography**

I was born and raised in Pensacola and began working at Granger Properties (now Sperry Van Ness Southland Commercial Real Estate) in the Spring of 2010 after obtaining degrees in Finance and Real Estate from Florida State University. I work together with Sonny Granger in a team format to help better serve our clients. Together we focus primarily on the brokerage of commercial and investment real estate and have established an impressive track record and reputation for outstanding knowledge, expertise, & service on behalf of our clients.