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## California Dealmakers - 2008

**JEANNE MYERSON & KEN PERRY**  
*THE SWIG CO.*

Bay Area office landlords are finding large office leases hard to come by in today's market, but Jeanne Myerson and Ken Perry managed to sign tenants to two 100,000-square-foot-plus deals in Swig Co. buildings over the past year.

In the largest Oakland office lease of 2007, the Kaiser Foundation Health Plan renewed for 117,300 square feet at the Kaiser Center, while California Pacific Medical Center signed what seems likely to be this year's largest San Francisco lease, taking 174,632 square feet at 633 Folsom St.

Moreover, leasing is not the only realm in which the duo has defied current market patterns. With straitened capital markets limiting sales, Myerson and Perry completed several impressive trades.

In San Francisco, they acquired the 97,000-square-foot One Beach St. in a deal that included a 57,000-square-foot leaseback to the seller; bought a 105,225-square-foot telecom building at 274 Brannan St.; and sold a Financial District development site Swig owned in partnership with Shorenstein Properties LLC and Weiler & Arnow Management Co. They also bought a 24,865-square-foot office building in Mountain View.

"The market can make sense," Perry responded when asked how he and Myerson managed so many transactions in a very challenging market. "The number of transactions is down significantly, and there's still a gap between sellers' and buyers' expectations, or tenants' and landlords' [expectations]. But the opportunities are there."

If there's a single most important key to their success, he suggested it's probably Swig's long-term outlook. Pointing to the Kaiser deal, in which the health care company asked to negotiate a new lease two years short of expiration, Perry said, "Perhaps other owners would not have made that forward commitment, thinking the market would have commanded higher rates in two years. But this is a good tenant, and we felt it would serve us

better in the longrun to build on the relationship than think primarily in terms of maximizing immediate profit."

- *John McCloud*