

Vear Commercial emphasizes 'principles'

Perhaps the first image that comes to mind when you think of Vear Commercial Properties Inc. is the firm's bright yellow and maroon signs that seem to be sprouting up along the commercial roadways of southern New Hampshire and northern Massachusetts.

Bradley Vear, principal, says, "Yeah, I hear that statement a lot – 'I see your signs everywhere.' We do like putting them up, but taking them down is far more satisfying."

Vear has been putting up and taking down signs since 1986. He started his real estate career with Finlay Commercial Properties and was soon given the responsibility of managing Finlay's Manchester office. In 1989, Vear struck out on his own and founded Metro Commercial Group, which grew to a five-person firm, based in Bedford. Metro achieved considerable success throughout the early '90s, working with banks, the FDIC and other institutional clients.

"We became the third-largest agency in this region selling FDIC and OREO properties. It was a wild ride, but by the mid-'90s it was clear that the cycle was turning," says Vear.

In 1995, Vear decided to move away from institutional clients and focus on private firms and individuals. He retooled the business, giving it a new name, image and direction and moving the office to its current

Nashua location.

With an engineering degree in civil engineering and experience in construction management and structural design, Vear found himself drawn to the entrepreneurial nature of commercial real estate.

"I find that we can apply many of the same engineering skills in this business," he says. "Engineers are basically trained to approach any problem in a methodical, systematic way which works in real estate, too. Faced with a challenge, engineers must define the problem, identify resources, list possible solutions, make a plan and execute. We try to approach each client's requirement – whether it's finding an appropriate industrial site, subleasing some office space, selling an income property or whatever – in the same systematic way. Define, identify, plan and execute. It works."

Vear's mission statement, found on the firm's Web site (vear.biz) says, "Vear Commercial Properties Inc. was formed to provide consultative brokerage and advisory services to individuals and businesses seeking to buy, sell or lease office, industrial or investment properties. The goal of Vear Commercial Properties Inc. is to strengthen our position as a leader within the commer-



cial real estate industry in southern New Hampshire and northern Massachusetts. This is accomplished with the dedication of each team member to perform beyond expectations within all aspects of a project. As a company, Vear emphasizes teamwork, local market knowledge, productivity and, most importantly, personal integrity. By applying these principles on each transaction and always striving for improvement, we look to achieve the ultimate goal of total client satisfaction."

The company currently has three employees, with plans on adding one or two additional "team members" this year.

For more information, visit vear.biz or 882-6000.