



## W. Lawson Martin III

**Executive Managing Principal, Market Leader  
Los Angeles**

### Professional Experience

Lawson Martin is an Executive Managing Principal and Market Leader for Southern California and is responsible for firms' culture, strategy and growth in the 5-county region. For more than 40 years, Lawson has been providing real estate consulting services for some of the nation's leading corporations and professional firms in Southern California, as well as the successful negotiation of hundreds of real estate projects around the nation. His expertise includes national account team leadership, strategic planning, portfolio planning, process management, acquisitions and dispositions of real property, and real estate portfolio administration.

Mr. Martin's specialty is identifying and understanding key business challenges and helping his clients formulate a solution in the form of a successful real estate strategy. As a result, Mr. Martin has become recognized as an expert in completing large and complex transactions of 100,000 to 500,000 square feet and larger.

### Clients

Lawson has been the project lead on many major accounts including AIG SunAmerica, AOL Time Warner, Crystal Cruises, Bain & Company, Colony Capital, KB Home, Meritage Homes, Lionsgate Entertainment, Ryland Homes, Shell Oil Company, Texaco/Equilon, Trust Company of the West (TCW), and Warner Bros.

### Affiliations

Cresa Board - Current Member  
CoreNet Global and Los Angeles Commercial Realty Association (LACRA) - Current Member  
Partners in Hope USA - Member since 2016  
Los Angeles Homeless Services Authority - Commissioner 2017-2021

### Education

Lawson received his B.S. in Business Administration from the University of Southern California.

### Contact

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**"If you are looking for an experienced and innovative real estate team, I recommend spending time with Jim and Lawson prior to making any decisions."**

**Mark M. Hedstrom, Chief Operating Officer  
Colony Northstar**

