

# Harsch's Roselli handles leasing, leads local chapter of NAIOP

## BASICS

**Name:** Steve Roselli.

**Title:** Senior vice president, regional manager.

**Company:** Harsch Investment Properties.

**What your company does:** Owns, operates & develops commercial real estate throughout the western United States.

## ON THE JOB

**Professional history:** After spending 11 years in brokerage & management in the Seattle area I joined Harsch

12 years ago as director of leasing.

**Describe your job:** Full responsibil-

ity for the leasing and operations of all office, industrial & multi-family holdings in the Portland metro area for Harsch Investment Properties and all related affiliates.

## BUSINESS ATTITUDES

**Essential business philosophy:** Respond quickly and do what you say you're going to do.

**Your best way for keeping competitive:** Stay updated on the markets you operate in and be willing to change on a dime when the market dictates course-correction.

**A trend or hot topic in your field:**



Roselli

We're seeing intense downward pressure on rents, making it more important than ever that we continue to provide value to our tenants through superior customer service & maintaining our properties at the highest level.

**What was your most significant transaction in 2008?** Jive Software's lease of 37,667 square feet at The Reserve, which is our recently completed redevelopment of the former Federal Reserve Building.

## AWAY FROM THE OFFICE

**What do you do to relax?** Golf, read, drive my kids to games all over the West-side.

**A charitable or political cause you actively support, and why:** I am president of NAIOP for 2009. We are an associ-

ation of development professionals that advances responsible commercial real estate development and advocates for effective public policy.

## PREFERENCES

**Most influential book:** "Team of Rivals" by Doris Kearns Goodwin.

**Person most interested in meeting:** Bill Gates.

**Favorite music/musician:** Rolling Stones, Bob Dylan.

**Favorite local restaurant:** Mama Mia's.

**Favorite travel destination:** Hawaii or Palm Springs.

**Favorite ice cream flavor:** Coffee.

**A bit of personal trivia:** I am annoyingly well versed in 1970s baseball trivia.

Who's Who