

SMALL Business Times

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FUTURE 50

APEX COMMERCIAL INC.

1ST YEAR WINNER



DANIEL JESSUP

LOCATION: 150 N. Sunny Slope Road, Suite. 200, Brookfield

WEB SITE: www.apexcommercial.com

YEAR FOUNDED: 2002

PRODUCT OR SERVICE OFFERED: Commercial Real Estate Brokerage

PROJECTED 2005 REVENUE: \$1.45 million

LEADERSHIP TEAM: Daniel J. Jessup, president

TARGET CLIENTELE: Office, industrial, senior housing, multi-family and retail owners, tenants and investors

BUSINESS ORGANIZATION

MEMBERSHIPS: Commercial Association of Realtors, Metropolitan Milwaukee Association of Commerce (MMAC), Certified Commercial Investment Members, International Council of Shopping Centers

WHAT HAS FUELED YOUR COMPANY'S GROWTH? With an average tenure of almost 10 years of industry experience, our brokers are very

knowledgeable, talented, ethical and professional. Our team approach to marketing has met with great success. Most Apex assignments are serviced with a minimum of two Apex brokers. This ensures a very high level of service and fosters increased deal creativity. Apex's positive corporate culture has been a tremendous asset to the growth of the company. In any sales organization, it is vitally important to have a positive working environment. This corporate atmosphere has allowed our brokers to achieve a high level of productivity.

DO YOU PLAN ANY CHANGES IN YOUR COMPANY IN THE UPCOMING MONTHS? We will continue to add experienced brokers that meld well with our corporate culture.

WHAT IS THE OUTLOOK FOR THE BUSINESS CONDITIONS OF YOUR INDUSTRY OVER THE NEXT SEVERAL MONTHS? The outlook is mixed for the remainder of the year. It appears as though office and industrial leasing is limping into the second half of 2005. Investment sales remain very strong with no signs of slowing through the end of the year. The acquisition of owner occupied properties remains solid. Senior housing and assisted living continue to experience solid interest.

