

## **Corfac Looks to Increase Key Market Presence**

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By *Barbra Murray*

ARLINGTON, VA-Newly elected Corfac International president David J. Bruce says there is a multi-pronged approach for taking Corfac to the next level during his one-year term. First off, Bruce wants to work from the inside out. "My thought this year is we need to look more in our own backyard. We want to use our own people more, building on our own strength."

To that end, the organization has instituted a renewed spotlight on its regional conferences, conducting five this year instead of four of these annual one-day events. The meetings bring out not just the principals, but the younger agents who may not be able to attend the larger conferences located across the country or around the globe. "We're taking Corfac to the members." Industry veteran Bruce is principal of Minneapolis-based C. Chase Co.

As for market coverage, Corfac is eyeing a few areas, one of which is New York City, where the organization has a strong retail presence but would like to increase its penetration of the office market. The Chicago office market is a target, too; Corfac has the city's industrial market covered but it is the downtown office area that requires attention. "Recruiting is always a delicate process because you are working with competitors," Bruce explains. "But we've got a lot of help; we're a tight group." Additionally, Corfac wants to rebuild its presence in the Indianapolis distribution market which, he notes, probably has the makings of a "bigger distribution market than Minneapolis." Philadelphia, where Corfac has no representation, is also a target.

The biggest initiative of the year, Bruce says, is the completion of the strategic planning process, which is being directed by onetime Corfac president J. Michael Boyd. "It will be all inclusive and what it will reveal will probably be about more deals and servicing customers." The strategic planning process is scheduled to be presented to the board in Chicago at the fall conference. "If you don't know where you're going, you might already be there, that's my old adage."