



# Lisa R. Bridges, CPRC

DIRECTOR OF MARKET RESEARCH | HOUSTON



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## QUALIFICATIONS

Licensed Real Estate Salesperson, Texas

Commercial Property Research Certification (CPRC)

## AFFILIATIONS AND MEMBERSHIPS

CRERF  
NAPW  
THEC  
CCOE

## AWARDS

Colliers International 2015 - Best Market Intelligence Initiative

Colliers International 2012 Researcher of the Year

## CONTACT DETAILS

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## AREA OF EXPERTISE

Director of Market Research

Lisa joined Colliers in 2010 as Director of Market Research bringing 26 years of commercial real estate experience to the firm. Lisa initiates proactive market research projects to further the business goals of the company. She writes and prepares 29 market reports annually which include quarterly reports on Houston's retail, office, industrial and healthcare properties.

Further, she prepares statistical ownership reports for various clients as well as an annual Houston Economic Overview. Lisa also creates PowerPoint market presentations, trade journal articles, and other marketing materials in support of the company's business endeavors. She works with senior management in planning the company's marketing strategy and public relations support for local and national conferences, luncheon meetings, recruitment programs, and special events. Lisa works closely with the company's brokers to develop effective custom market research material specific to both existing and potential clients.

Lisa serves on the Colliers International Editorial Board, the Colliers International U.S. Research Council, is a Colliers Center of Excellence team member and is a recipient of the Colliers International Researcher of the Year Award.

## PROFESSIONAL EXPERIENCE

- Senior Research Analyst with Hines Interests, Southwest Region from 2004-2009. Wrote in-house market reports for Houston, Austin, Dallas, Phoenix and Denver. Creation of marketing materials, presentations; event planning; financial analysis.
- Senior Research Analyst with PM Realty Group, Manager of Research Services with Cushman Realty Group and Research Director of Staubach Company from 1997-2004.
- Commercial Real Estate Appraiser with Stewart Realty Advisors and Joseph J. Blake and Associates, Inc., and Research Analyst with Texas Commerce Bank, from 1984-1996.

## AFFILIATIONS

National Association of Professional Women (NAPW)

Founding Member of the Commercial Real Estate Research Forum (CRERF)

- Vice President 2016-2018 and 1998-2004
- Secretary 2013-2015

The Houston Economics Club (THEC)

Colliers International Center of Excellence Team Member

Colliers International Research Council Member

Colliers International Energy Practice Group Member

Colliers International Editorial Board Member