

# PRESS RELEASE

Contact:

[media@bellaterrapartners.com](mailto:media@bellaterrapartners.com)

## BOUTIQUE TENANT REPRESENTATION FIRM MAKES A START DOWNTOWN CHICAGO

Chicago, IL – August 2, 2008 – Bella Terra Partners LLC, [www.bellaterrapartners.com](http://www.bellaterrapartners.com), a boutique tenant representation commercial real estate firm, opened for business in downtown Chicago in October 2008. Founded by Rhea Campbell, a former tenant representation broker at CB Richard Ellis' downtown office, Bella Terra represents a response to several large mergers that occurred in the industry (Trammell Crow with CBRE and JLL with Staubach) between 2007 and 2008. In an environment in which real estate firms that target small to medium-sized users have become almost non-existent, Campbell aims to provide these businesses the same focused attention, strategic approach, and responsiveness that the UBS and Citibanks of the world receive from the large real estate firms.

Bella Terra Partners was created to provide aggressive results for 3,000 to 20,000 square foot office users. "I felt there was a significant need to create a customized approach for organizations considered too small to be profitable by the large Chicago real estate firms," Campbell explains. "My relationships with clients have been built with office users as small as 30 to 200 people. By making our focus the providing of a strategic mindset and superior customer service, Bella Terra Partners brings an experienced and sophisticated approach to office users who are typically pursued by less experienced brokers in the large firms in Chicago because they're considered too small to be profitable by more experienced brokers. To a boutique firm, however, these types of users provide a much higher profit margin. At Bella Terra Partners, we're committed to remaining right-sized in order to stay nimble. That way, we can deliver the same or better quality of service as the large real estate firms while avoiding the enormous bureaucracy and hierarchy that frequently prevent those firms from responding quickly to a client's needs and from avoiding frequent episodes of miscommunication. In addition, because we only represent tenants, we're able to avoid the inherent conflict of interest that exists when large firms represent both tenants and landlords. The fact that much of our business is derived from referrals testifies to the success of our approach: energetic, thoughtful, and fully devoted to understanding our clients' business and real estate needs before recommending space solutions of any kind. We focus on leveraging our competence with modern technology together with our savvy analyses of today's frenetic market to negotiate transactions that consistently exceed our client's expectations."

Prior to beginning Bella Terra Partners, Campbell represented [Blackwell Consulting Services](#) in the renewal of 22,000 SF at 100 South Wacker Drive, [Schneider Logistics](#) in the expansion and relocation of 21,000 SF from Evanston to 1 North Dearborn Street and Prophet Brand Strategies a brand marketing firm with offices in Chicago, San Francisco, New York and London.

### About Bella Terra Partners LLC

Bella Terra Partners is a privately held tenant representation real estate firm headquartered in Chicago. Please visit our Web site at [www.bellaterrapartners.com](http://www.bellaterrapartners.com)

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