

## **FOR IMMEDIATE RELEASE**

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For more information:

Gael Courtney

858.875.4666

gcourtney@flockeavoyer.com

### **Kevin Cassidy Joins Flocke & Avoyer Commercial Real Estate**

Kevin Cassidy, a seasoned retail business executive, has joined Flocke & Avoyer Commercial Real Estate as a Senior Vice President. He brings with him over 25 years of experience in business development, brand strategy development and execution, merchandising, marketing, retail and real estate.

Steve Avoyer, President and Founder of Flocke & Avoyer Commercial Real Estate commented, "We are thrilled to have Kevin join our team. He brings with him such a wealth of background in the retail business and real estate brokerage. We look forward to him expanding our tenant representation platform and continuing to aggressively represent his loyal clients."

Kevin was initially introduced to the mechanics of retail real estate as Founder, Chairman and Chief Executive Officer of Lingerie for Less (LFL), an off price lingerie retail chain. From 1985-1995, he grew LFL from 0 to 24 stores in Southern California and Las Vegas.

After LFL, Kevin became President of Christina Studio, a lingerie retail/manufacturing firm with multiple channels of distribution including HSN, QVC and Value Vision.

During the remainder of the 90's Kevin was Executive Director, Chief Operations Officer of v.b.concepts, an internationally recognized brand development, brand management and creative design firm, with offices in New York, Hong Kong and Australia. The client list of v.b.concepts included Warner Bros. Stores, Twentieth Century Fox, MGM, Marvel Entertainment, Mattel, Playboy Enterprises, Federated Department Stores, SOCOG (Sydney Organizing Committee for the Olympic Games), Coca-Cola and the United Nations.



Commercial Real Estate

Prior to joining Flocke & Avoyer, Cassidy worked at Cushman & Wakefield (formerly DTZ, Cassidy Turley) and Epstein & Associates in a tenant representation position representing various high-profile national and local tenants including Starbucks, CVS Drug, Old Navy, Gap Kids, Jared, Carter's, Planet Fitness and many more. Cassidy's current client list includes, Jack in the Box, FedEx Office, 99¢ Only Stores, Medifast, Luna Grill, Pacific Dental Services, Pony Express, Supercuts, Pick up Stix, Roosters, Boudin SF, and other local and national tenants.

Kevin received a BA in Political Economics from the University of California, Santa Barbara.

#### **ABOUT FLOCKE & AVOYER COMMERCIAL REAL ESTATE**

Flocke & Avoyer is San Diego's largest volume, privately-owned commercial real estate firm. We focus on the marketing of retail properties and provide services including Landlord Representation, Tenant Representation, **Development** Consulting, Site Acquisition and Investment Sales. For additional information, please visit [www.flockeavoyer.com](http://www.flockeavoyer.com).