



WILLIAM MORRISON, SIOR

Senior Vice President

William Morrison is a senior vice president with Kidder Mathews. Prior to joining Kidder Mathews, William was with Heger Industrial for over 30 years. Bill was recognized as the company's "Broker of the Year" in 1995, 1996, 1997, 1998, 2000, 2001, 2002, 2003, 2004, 2006, 2009, 2011 and 2013, and was consistently one of the Heger Industrial's highest producers. His impeccable reputation, integrity, and creativity in working both within the real estate industry as well as with the local city municipalities, has assisted him and his clients in completing successful transactions where others have failed.

Bill's emphasis and expertise have been within the wholesale produce market and food industry in the downtown Los Angeles and surrounding areas, working with wholesalers, users, produce processors, and purveyors. Bill handles the leasing and sales of bays at the Los Angeles Wholesale Produce Market Warehouse for produce clients, which includes nine sales in the Alameda Trade Center. Notable transactions include negotiating 156,000 SF for Olympic Produce, 55,000 SF to Hellman Frozen Food, 25,000 SF to Advantage Produce, 25,000 SF to Morita Produce, and 75,000 SF to Davalan Sales.

Throughout his career, Bill has been able to focus on knowing who is looking for warehouse space in the produce industry. As a member of the Blue Book Service, he is aware of the movement in the produce industry and current credit ratings.

His other area of expertise has been working with the railroad (Union Pacific Railroad and Burlington Northern and Santa Fe) on negotiating the acquisition and sale of railroad properties in the Greater Los Angeles and surrounding areas. He has a working knowledge of the local users, developers, tenants, companies, and city officials who make up the marketplace. Bill was also the primary agent for the railroad in the following transactions: the acquisition of the former 7-Up Bottling Plant adjacent to the Alameda Corridor, the sale of the Downey Station Grounds to the City of Downey, the sale of the Pomona Station Grounds to the City of Pomona, the sale of five excess properties in El Monte to the City, Catholic Archdiocese, and commercial developers, the sale of the former Chatsworth and Covina Station Grounds, the sale of three Railroad properties in the Los Angeles mid-city area, and the sale of property at Long Beach Avenue and 24th Street. In addition, during his time with Heger Industrial, they also represented the railroad in the acquisition and assemblage of land for the Colton Classification Yard in the late 1960's.



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