



**Reed Payne, SIOR**  
 Executive Vice President, Partner  
 Northern California & Nevada Brokerage

**CAREER SUMMARY**

Reed Payne manages the brokerage group of Kidder Mathews’ Northern California & Nevada operations, which consists of 100 agents in six offices. A long-time Bay Area commercial real estate broker and former CB Richard Ellis (CBRE) senior vice president, Reed was a member of CBRE’s private client group, specializing in the investment sale of office, industrial and R&D properties, prior to joining Kidder Mathews.

Since beginning his career more than 36 years ago with Coldwell Banker Commercial, Reed has held numerous senior management positions within the Transpacific Development Company, Insignia ESG and CB Richard Ellis. Over his career, Reed has handled over a billion dollars of transactions in office, R&D, industrial, retail and investments. He has represented both owners/landlords (private & institutional) and tenants/buyers.

In his role as executive vice president at Kidder Mathews, Reed is responsible for the overall growth and profitability of the Northern California & Nevada brokerage division. With his strengths in recruiting and managing agents, as well as business development/client relations, Kidder Mathews Northern California & Nevada brokerage division has doubled the number of offices, agents, and revenues and profits have increased by over 500% during Reed’s six+ year tenure.

**CREDENTIALS**

- California Real Estate Broker’s License
- Member, Association of Silicon Valley Brokers (ASVB)
- Member, NAIOP San Francisco & Silicon Valley Chapter
- Member Society of Industrial & Office Realtors (SIOR)

**EDUCATION**

University of California at Berkeley, Bachelor of Arts, Social Science, 1981

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**OFFICES RESPONSIBLE FOR**

- San Francisco
- Redwood Shores
- San Jose
- Sacramento
- Roseville
- Reno