

Blanca Commercial plans statewide expansion after hiring Guitar from All Aboard Florida

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By Brian Bandell



John Guitar, Blanca Commercial Real Estate

Miami-based Blanca Commercial Real Estate announced plans for a statewide expansion after hiring John Guitar from the developer of All Aboard Florida.

Guitar was named managing director and vice chairman of Blanca CRE. He was previously senior VP of business development for Florida East Coast Industries, where he led the development and leasing of its All Aboard Florida projects that are being built near the Brightline transit stations in Miami, Fort Lauderdale and West Palm Beach. Blanca CRE is the leasing broker for All Aboard Florida's two new office buildings at MiamiCentral and worked closely with Guitar on that project.

“We are thrilled to welcome a respected professional of John’s caliber to lead our firm’s next phase of growth continuing to focus on delivering exceptional client service and top industry insight,” said CEO Tere Blanca, who founded Blanca CRE in 2009. “Beyond his extensive knowledge and experience, John’s collaborative nature, enthusiasm, passion and commitment to excellence align perfectly with our culture. He will apply his expertise to lead our growth strategy and bring tremendous value to our clients and our entire team.”

Blanca CRE ranked No. 15 on the *Business Journal’s* Commercial Real Estate Brokerages list with \$215 million in deals in 2016, mostly office leases. The company has focused on Miami-Dade and Broward counties, but it now plans to open offices and hire brokers in other Florida markets.

“The Blanca Commercial Real Estate platform is unique and special,” Guitar said in a statement. “I am excited by the opportunity to work with its stellar team of passionate real estate professionals who share an unwavering commitment to client service and apply my knowledge, skills and talents to further drive its growth and expansion as the region’s leading independent commercial real estate brokerage firm.”

Reached by the *Business Journal*, Guitar said it was time for a change after 14 years with FECl and he was impressed by the way Blanca Commercial managed client relationships with great dedication. He has experience working and hiring real estate professionals throughout the state.

Blanca CRE won't grow for growth's sake, Guitar said. When existing clients want the company to help it in other Florida markets, the brokerage will work to locate there and meet their needs, he said. It won't open an office in a new Florida market without a client there first.

"We've had a trajectory of growing slowly in how we hire our talent," Blanca said. "Talent needs to completely align with the culture of our company."