

BUSINESS

& TECHNOLOGY

BAY COMMERCE SNAPSHOT

Location, Location, Location

Bay Commerce Snapshot looks at the Tampa area business community.

Name: Bruce D. Burdge

Title: Principal

Company: Arcis Investments Inc., Tampa

What it does: Burdge and business partner Kristen Kennedy Showalter, both real estate investment veterans, left a larger real estate firm last year to form Arcis. The firm works with wealthy individuals looking to invest directly in commercial properties such as office buildings and shopping centers.

Employees: 3

Q Why invest in real estate?

A I strongly believe that people should diversify their investments, and real estate should be a component of any investment portfolio.

Q What's the most exciting thing about starting the

firm? The scariest?

A Having worked for so many years for institutions where my job future was dependent upon so many people I may never have known or had contact with, I am now in much more control of the results and the outcome. The scariest thing is that now it all depends on my partner and me. There's no opportunity to slip into the proverbial cracks in the system, and let the corporate machine carry you along.

Q Do you see the economy improving?

A I see it slowly improving, but in certain areas. I don't see it happening everywhere throughout Florida. That makes picking locations [for real estate investments] even more crucial, and further backs up the comment that real estate is all about location, location, location.

Dave Simanoff



Tribune photo by MICHAEL SPOONEYBARGER