

# Eliza Solender of Solender/Hall Inc.

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**Eliza Solender's** service mentality is being put to the test these days. As president and founder of **Solender/Hall Inc.**, a commercial real estate and consulting company specializing in nonprofit organizations and small businesses, Solender is accustomed to using more patience, creativity and resources than the average commercial real estate broker. Her greatest challenge is staying informed and nimble. She does that by serving on various boards, including the Community Trust Bank of Texas, the Dallas Foundation Advisory Council and Commercial Real Estate Women. She also is president of the North Texas Chapter of the National Association of Corporate Directors. Solender was interviewed by staff writer Shashana Pearson-Hormillosa.



Solender

## **Q. Why specialize in the real estate needs of nonprofit organizations?**

A. It's an opportunity to serve the community in a professional capacity. I'm impacting more people through serving the community than by serving on one board. I'm not only helping them spend their money wisely, but I'm helping them position themselves to receive services.

## **Q. What are you seeing from small-business owners in this market?**

A. A number of small-business owners want to sublease part of their current space, renew their lease for two or three years rather than five, or they want to look at the less-expensive properties. One of the problems a lot of small-business owners have is an increase in leasing rates, and they don't want to renew (their lease) at the substantially higher rate.

## **Q. What keeps you inspired during this economy?**

A. Every one of our nonprofit clients is experiencing reduced donations and increased need for services. That means we have to be really smart about how we utilize their precious funds. What keeps me inspired is helping them utilize their money effectively. This is a time when our services are more valuable than ever before.

## **Q. Do you think the economy has hit bottom?**

A. No, I think we've got 18 more months; however, my nonprofit clients are buying property right now. Some properties have reduced their prices. A number of our clients want to buy land. They think this is a time to be opportunistic and want to buy now.

**Shashana Pearson-Hormillosa**

Staff writer