



From left to right:
Brian Tuerff, Kirk Rudy

CLIENT:
Endeavor Real Estate Group

BANKER:
Brian Tuerff

Exceeding Expectations

For Endeavor Real Estate Group, thinking “small” was the start of something big

When the five founding principals launched Endeavor Real Estate Group in 1999, their goals were modest. Having already been part of the senior management team at what was then the largest real estate service provider in Austin, they set out to start a boutique company that would allow them to focus on a smaller number of high-quality projects.

Less than nine years later, Endeavor has grown far beyond their initial expectations. It is now one of Austin’s most active real estate investors. The company currently employs 110 people in its Austin, Dallas, and San Antonio offices and owns or manages some five million square feet of office, industrial, and retail space.

BUILDING RELATIONSHIPS

Kirk Rudy, one of the company’s founders, gives much of the credit for Endeavor’s rapid growth to the outstanding relationship-building skills of the people who work at the company. They build these relationships, in part, by being actively involved in the community.

“Whether serving as board members or as volunteers with local organizations, giving back to the community is something that’s ingrained throughout our company,” says Rudy. “It’s incredibly rewarding, and it has probably had an important impact on the company’s growth, as well.”

For example, being involved means being sensitive to one of Austin’s big concerns:

the environment. “It makes Austin a relatively difficult place to develop,” Rudy explains, “but even though it’s a challenge, it’s also a healthy thing.” Endeavor was recently awarded the Gold Leaf Award by the International Society of Arboriculture for its tree preservation and transplantation work at Southpark Meadows in South Austin.

Another key factor in Endeavor’s growth has been its ability to consistently meet or exceed expectations of the stakeholders with whom it does business. This includes neighborhoods, tenants, local governments, architects, engineers, consultants, and partners. And, of course, lenders.

“Compass took a bet on us back when we were a new company without a track record,” recalls Rudy. The bank became the primary lender on early projects such as Greenlawn Crossing. The relationship grew with Southpark Meadows, which involved \$147 million in financing for the 1.6 million square foot retail center – the largest in central Texas.

LOCAL COMMITMENT

“They’ve played an important role in enabling us to create value for our customers,” Rudy says of Compass’ bankers, adding that their “local knowledge” is especially valuable. “Compass understands the real estate market and has been innovative and creative in meeting our lending needs,” he explains. “They know the business. And because they’ve been a consistent player, they understand the cycles,” he continues, noting that his banker sees himself as “an integral part of our value chain.”

That banker is Brian Tuerff, senior vice president with Compass Bank’s Commercial Real Estate Group. His predecessor at Compass, David Roberts, is now Endeavor’s chief financial officer—which may say something about just how integral and knowledgeable Compass bankers tend to be.

As Endeavor’s “point person” for everything from loans and treasury management services to personal banking for the company’s principals, Tuerff notes the advantages of being a bank that “isn’t mired down in bureaucracy.” While other banks are centralizing their back office, “we do it all right here,” he says.

Having a bank with local, on-the-ground knowledge and decision-making is important to Rudy and his team at Endeavor. It means being able to move quickly in response to market changes. It also goes a long way toward explaining why his company’s relationship with Compass has been so mutually successful.

Tuerff agrees, pointing out that the bank’s strong local presence doesn’t imply limited capabilities. “Endeavor is really growing and expanding its footprint,” he says, “and Compass has the capacity and the skill set to handle their needs—not just the relatively simple grocery-anchored shopping centers, but also the big, complex transactions.” Whether it’s seeing the completion of a large project, or being part of a small community group that’s changing people’s lives, the Endeavor team finds both gratifying. It’s a “big picture” approach that continues to serve the company well. 🇺🇸