



## Three Brokers Join Cassidy Truly BRE Commercial

Keeney, Illes and Colson Bring Wealth of Experience

By [Jody Thompson](#)

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Jerry Keeney, Jack Illes and Ed Colson, Jr. have all joined Cassidy Turley BRE Commercial to expand the firm's services.

Keeney is joining the company's Office and Life Services Division, focusing on tenant representation with an emphasis on the legal and life science industries. Prior to joining Cassidy Turley BRE, Keeney was senior vice president at CB Richard Ellis from 2001 to 2009.

Illes will lead the newly developed Urban Strategies Group in the company's downtown office. He will focus on providing strategies for owners, users and investors of retail, hospitality, creative office and mixed-use properties in the urban and coastal areas of Southern California. Prior to joining Cassidy Turley BRE, Illes founded Urban Labs in 2001, which specialized in urban real estate strategy.

Ed Colson, Jr. is joining the Net Leased Investment Group working out of Cassidy Turley BRE's UTC headquarters. Colson comes to the company from Single Net Properties where he spent eight years specializing in single and multi-tenant net leased investment properties throughout the western United States. While at Single Net, he handled nearly \$300 million in net leased investment transactions.