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SPECIAL SECTION

40 PRESENTS UNDER 40

ELLEN REID

Principal, Reid Case Group

Ellen Reid, a principal at Reid Case Group, has had a busy couple of years. Her company helps developers sell stalled-out condominium projects, and there were plenty of those after the real estate market crashed.

Reid, 32, started the firm in 2010 with Jay Case, who is also a principal at the Chicago-based Orchard Development Group.

The idea for the company came from her experience working for Case on the stalled Trianon development, a \$150 million high-rise condominium building at Forsyth Boulevard and Carondelet Avenue.

Reid had been vice president of sales and marketing at Orchard Development since 2007 and had pre-sold 75 of the planned 140 condos before the plug was pulled on the project in 2009.

"Unfortunately we launched right before the crash," she said. "But I had at that point about \$60 million under contract and half of the project sold out."

After seeing the Trianon project fold, Reid came up with a way for other developers to avoid the same fate.

The first project Reid Case group worked on, in 2010, was Demun Pointe in Clayton, a 22-unit condo building where developer RV Wagner had no sales in more than a year. Reid created a sales and marketing program that resulted in all of the units being sold within six months and



Favorite actor or actress?

Al Pacino

for more than comparable condos elsewhere in Clayton.

"Wagner and his lender, First Bank, were impressed and relieved, but most of all, astonished," Case said about the quick sellout of the condos.

Reid put together a similar program to sell out the Alamo condominium project in Clayton in 2011 and last year was part of the acquisition team with the Koman Group that bought the 24-story Clayton on the Park development from Sovereign Bank for \$34.4 million. Most of Reid's work in real estate has been in Clayton and she has gotten involved in the community as a member of C Strategy, a group of community leaders working on a 10-year vision for the city.

She graduated from University of Missouri - Columbia in 2002 and immediately jumped into real estate with THF Realty, selling condominiums at the Plaza in Clayton. In 2003 alone, her team sold \$49 million worth of condominiums.

It took three years to sell all of the properties. Reid then took some time off, traveling the world by herself for six months.

"It's become something of a trademark," she said. "After every big project, I reward myself with a trip."

At this pace, it seems there will be many more trips in the future.

— Amir Kurtovic