



**FOR IMMEDIATE RELEASE**

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## **AQUILA's Marketing Team Named a Marketing Influencer in Commercial Real Estate Nationally by GlobeSt. Real Estate Forum**

**AUSTIN, TEXAS** – AQUILA Commercial, an Austin-based commercial real estate firm, today announced that its marketing team, led by Chief Marketing Officer Kendall Guinn, was named one of GlobeSt. Real Estate Forum's top marketing influencers in commercial real estate for 2020. GlobeSt.com, a national real estate publication, selected 10 teams, along with individuals and companies, from nominations across the nation. Those selected were "individuals, teams and companies that have had a recognizable and significant impact on the business. Be it through their contributions to the industry, the countless successes they've racked up in completing deals, or the innovations and best practices they've introduced to the business."

AQUILA's six-member marketing team has accomplished a number of milestones in the past few years. AQUILA's lead-generating website has brought in over \$1 million in revenue and the team's content marketing efforts have grown the AQUILA Learning Center to over 1,000+ subscribers.

The marketing team's innovative property marketing campaigns have resulted in key project leasing assignments through innovative strategies such as influencer campaigns, extensive branding and more.

AQUILA's Austin Office Market Report, a 60+ page report that is released quarterly, has been heralded by industry professionals from across the nation as the most comprehensive local market report in the US. This report has been downloaded over 3,500 times and gains more recognition each quarter.

The team also has an award-winning in-house video marketing department that has produced 200 videos in the past three years, garnering over 100,000 views.

Earlier this year, AQUILA's Chief Marketing Officer Kendall Guinn was selected nationally as a top influencer in Commercial Real Estate Marketing and Communications by the editors at GlobeSt. Real Estate Forum.



GlobeSt. Real Estate Forum collected nominations and selected 30 marketing and communications professionals within the commercial real estate industry. Each of the chosen individuals is an impactful, accomplished leader in marketing and communications.

Guinn is responsible for corporate marketing and brand strategy for AQUILA. During her career with AQUILA, she has helped launch the industry's top content marketing platform and built an industry-leading marketing team. She directed the strategic rebranding of AQUILA in 2016 and the re-launch of AQUILACommercial.com in 2017. She has also been the driving force behind dozens of property marketing campaigns.

"For a long time commercial real estate has been lagging behind in terms of marketing. It is such an honor for our team to receive recognition for the innovative marketing strategies we've deployed on behalf of our company and our properties," says Guinn. "I am thankful to work for a company that allows us to push the envelope and truly take commercial real estate marketing to the next level."

For more information about the Globe Street Real Estate Forum's Marketing Influencer Award visit: <https://www.globest.com/2020/12/09/marketing-influencers/>. For more information about the Globe Street Real Estate Forum's Women of Influence Award visit: <https://www.globest.com/2020/07/22/influencers-women-of-influence-2020/>. Headshots and logos can be found here: <https://www.dropbox.com/sh/fi4c64mfh5dbr6r/AACLn6WAHPXMBpg0dWS6y0bma?dl=0>.

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### **About AQUILA Commercial**

Founded in 2007, AQUILA Commercial is a recognized leader in Austin commercial real estate. Today AQUILA manages and leases over 11 million square feet of office, industrial and retail properties and has over 600 corporate tenant representation clients. AQUILA offers clients full-service real estate solutions, providing tenant representation, project leasing and asset, property and project management services for office, industrial and retail properties. For more information, visit: [www.aquilacommercial.com](http://www.aquilacommercial.com).

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