



## Navy SEALs, USD lay groundwork for real estate success

By JERAN WITTENSTEIN, The Daily Transcript

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When Brent Gleeson, 29, decided to join the Navy SEALs nearly six years ago, suits, ties and business meetings were the last thing on his mind.

But today, as he and his partner Brandon Fishman, 24, celebrate more than six months of business for their startup real estate company [newcondosonline.com](http://newcondosonline.com), Gleeson attributes his part of its success to his military and combat experience with the SEAL teams as well as a valuable year spent at the **USD Burnham-Moores Center for Real Estate**.

"Having been through not only the trials and tribulations of becoming a SEAL—only about 10 percent make it—and the level of perseverance it requires, that kind of experience can translate into anything else you're ever going to do, especially because of the focus on teamwork and leadership," he said.

After over 100 combat missions in Iraq and Africa in four years of service as a SEAL, Gleeson attended the one-year masters degree program at the Burnham Moore Center. It was here that he met Fishman and within a few weeks of classes the two decided they wanted to start their own company. Two months prior to graduating from the program, [newcondosonline.com](http://newcondosonline.com) was up and running, in June 2005.

"It was a phenomenal program, not just academically but as a networking opportunity. They set us up with top real estate professionals from San Diego and do big projects and feasibility studies. Many of the projects are actually live development opportunities," said Gleeson.

"Our students get a comprehensive approach to real estate. This worked well for Brent and Brandon. By learning all of these different approaches they saw a niche that needed to be filled. If we had just focused on finance or development or real estate law they wouldn't have been able to see that niche," said Lisa Chambers, director of academic affairs and administration for the Burnham Moore Center.

The Web site offers a range of sales and marketing services to condominium developers nationwide. Gleeson said it has grown at an exponential rate and is already seeing profit.

"Our first contract with the Downtown Residential Marketing Alliance helped us get a foothold in the market," said Fishman. "Another reason for our high growth rate is that [www.newcondosonline.com](http://www.newcondosonline.com) is the only advertising and lead generation portal of its kind for builders to showcase new and pre-construction condominium development."

In fact, in just six months they have signed on nearly 300 projects nationwide, including approximately 80 projects in San Diego, nearly the entire condo market in San Diego, according to Gleeson.

"We are real close to finalizing some strategic partnerships with big companies in residential sales and marketing," said Gleeson.

As a result of the success of the company, Gleeson is suffering from a different kind of post-combat stress: too much work.

Until recently Gleeson and Fishman were the only two employees.

"I'm working about 100 hours a week. When you start off working from home you don't realize how much you're working because you're always there," he said with a laugh. Recently they have hired a CFO and plan on having a board of directors of five that should be in place in the next month. They also plan on hiring a sales staff of three to four people in the next couple months.

A priority for [newcondosonline.com](http://newcondosonline.com) aside from fostering both local and national real estate markets, is to give back to the community. Gleeson plans on sharing his company's success with two charities close to his heart. First, the Naval Special Warfare Fund, which helps support the families of fallen SEALs, many of whom are friends Gleeson served with. Secondly, he plans to contribute to the Susan G. Komen Breast Cancer Foundation as a result of his mother's experience with breast cancer.