

# HOUSTON BUSINESS JOURNAL



## COMMERCIAL REAL ESTATE HUB

Reporter  
Cara Smith

✉ CARASMITH@BIZJOURNALS.COM

☎ 713-395-9607

🐦 @HBJCARA

### NEW VENTURE...

## Longtime Houston commercial real estate veteran launches new venture

A 25-year commercial real estate vet has launched a new venture that will cater to, among others, real estate brokerages nationwide.

Elke Laughlin recently left Houston-based NAI Partners to found Laughlin Consulting Group, she told the Houston Business Journal. The business focuses on developing dynamic sales teams, business coaching, identifying companies' core values, developing strategic business plans and teaching behavioral selling skills.

Laughlin joined NAI Partners in 2012, where she served as executive vice president of corporate development. Before that, she spent 20 years at CBRE, where she served as an account executive to CBRE Global Investors.

"I've been in an executive leadership role for the last 15 years," Laughlin said. "By virtue of that, I've touched every facet (of the industry)."

Laughlin Consulting Group has secured office space in the Memorial City area at 9235 Katy Freeway. The company is in discussions with several local companies, Laughlin said, as well as one commercial real estate brokerage in Canada. Eventually, Laughlin plans to grow the practice.

The company's also pursuing partnerships with local entrepreneurs.

"Elke played a role in helping NAI Partners execute our strategic business plan of both growth



**Elke Laughlin left Houston-based NAI Partners and founded Laughlin Consulting Group.**

COURTESY LAUGHLIN CONSULTING GROUP

and expansion by moving into new geographical market and developing new lines of business," said Jon Silberman, NAI

Partners' managing director, in a statement. "Although she will be missed as part of our executive leadership team, we support her

entrepreneurial spirit to venture out on her own."

Houston-based NAI Partners is the No. 7 largest commercial real estate brokerage in Houston in terms of headcount, according to HBJ research. As of January, the company reported 53 full-time employees and having moved 16.2 million square feet of real estate.

"I'm still engaging in those relationships and will continue to build on those relationships," Laughlin said of relationships developed at NAI Partners.

In her role at CBRE, she did property marketing and branding for 13 million square feet of Class A office buildings worth \$3 billion in major U.S. markets for CBRE partners.

Cara covers commercial real estate and construction for the Houston Business Journal. Follow her on Twitter for more.



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