

The Bainey Group's Philosophy: "Built as if it were our own"

by Lindsey Reese, Liberty Property Trust

Chances are, if you've been to NAIOP functions lately, you've seen The Bainey Group's name, whether it be on the Silver Sponsor banners at the breakfast programs or the Awards of Excellence winners' list. The continued success of the company, even during the market downturn of the late 90s, can be largely attributed to the philosophy and drive of CEO and founder Brad Bainey, whose mantra is, "Always pursue continuous improvement and a better quality of life. Never quit when times are slow and never become complacent when times are good." It's a simple strategy that has served Bainey well in an ever-changing, complex market.

In August of 1994, Brad took his 25-plus years of construction experience and created a company made up of associates who he thought would excel at providing clients with the high quality of performance and service that he

himself expected. Today, with over 30 employees and a continued high-volume work load, The Bainey Group Inc. has become a fixture in the commercial real estate market and values organizations like NAIOP as a tool to aid in their success.

Having been a member himself since 1984, more of Bainey's employees joined NAIOP in 2001. "We joined NAIOP because we feel that they are a leader in improving, supporting and guiding the Twin Cities' real estate market, a market that just so happens to make up 95% of our business," he said. "It's also a way to learn more about our clients so that we can serve them better."

Baine also views his participation in NAIOP as a tool that helps him determine how the construction market may fare in the upcoming year. "[NAIOP's] programs allow us to network with the most important leaders in the Twin Cities market," said Bainey. "In



The lobby of Murnane Brandt Law Firm in St. Paul, completed in 2005. The Bainey Group Inc. outfitted the space with granite tile and countertops, cherry woodwork and luxurious wall coverings.

addition, through NAIOP's annual updates, we are able to forecast what level of activity and what trends are expected in our market."

Despite a positive outlook for the upcoming year and a loyal following of clients, Chuck Bainey, project manager for The Bainey

Group Inc., admits that the company has been lucky during the construction downturn over the past few years. "We are still seeing an increased level of competition in both the broker community, as well as the construction industry, which has made it difficult at times to maintain solid bookings and backlog," he said. "But now that the economy is starting to turn around and businesses are ready to invest and grow their companies once again,

we are seeing the benefits of an improving market and never take for granted that we have been fortunate in our success."

That success was noted this year at the NAIOP Awards of Excellence, where The Bainey Group Inc. took home the prize in the Multi-Tenant Office More Than 50,000 Sq.Ft. category for their work on the Town Center Office Plaza in Plymouth. The complex consists of six ground-up buildings totaling 56,000 sq.ft. with wood frame construction and an exterior finish combining brick and EFIS.

Even when adding another accolade to his growing list of awards and honors, Brad Bainey is still focused on the future and the needs of his clients. "Our goals today, tomorrow and next year are to continue to embrace and adapt to change, to pursue continuous self-improvement so that we may have a positive impact on the quality of the lives of those around us." ■



A Bainey company outing. Brad (R) and Chuck (L) Bainey are in the center of the first row.