

Meet Your Next BOMA Chair: Brian Harnetiaux

June 27, 2016 | Amanda Marsh, Bisnow NY

Like many executives in property management, McCarthy Cook & Co SVP of asset management **Brian Harnetiaux** fell into the industry's lap by **happenstance**.



Upon graduating from **UC Davis** in 1998, he considered going into **financial advising** and interviewed with a few groups. A friend then asked him, "Have you considered going into real estate?" pointing out that at age 23, not many people would **trust him** with their money, but would do so with their properties if he **worked hard enough**.

So Brian took that advice, and his first job was as a leasing broker with **Lee & Associates**. Two years later, he was hired by **McCarthy Cook** as an associate leasing director. A few years after that, McCarthy Cook inked a sale and recapitalization deal with **RREEF** for its California office portfolio, and Brian headed over to the real estate investment management company.

Life at RREEF was **much different** from what he was used to—unlike most companies, it had a **hybrid approach** when it came to leasing and managing. So all leasing brokers had to know property management, while all management pros had to know leasing. Since he only knew one side of the business, his boss sent him to **BOMA/Orange County** for resources and education. "That's when I started going to events, networking and meeting service providers," he says. "I was a member for about a year when BOMA asked me if I'd like to **take on a leadership role**."



For Brian (above with his 3-year-old son), it was a **baptism by fire**. But he liked his BOMA/Orange County position so much that he continued on as **association president** for two years, then became president of **BOMA California**, the federation for the Golden State's eight local associations. But that wasn't

enough—Brian aimed higher and went **national**, serving on the executive committee and as chair of BOMA's **industry defense fund** oversight