



CONCORE INSIDER

MAY 2021



MEHRAD ESLAMI • CONSTRUCTION ADVISOR TO THE COMMERCIAL REAL ESTATE INDUSTRY

In the following question-and-answer forum for this inaugural chapter of *INSIDER*, Eslami provides an inside look at the circumstances that inspired him to choose the construction industry as a career, and how his professional journey has evolved.

In future chapters of *INSIDER*, he'll share his views on ways for others involved in the construction industry to flourish during the positive economic recovery that's now becoming more evident as the pace of re-opening from the pandemic is beginning to finally occur.



How I Learned to Follow My Passion ... and Love My Job

What Was Your Education?

I was raised in a culture where there are great expectations made of the youth in families to become highly educated professionals — traditional professionals, like doctors, lawyers, accountants and engineers. I deferred to my family's wishes and simultaneously achieved my own educational goals, choosing to become an engineer. So I was thrilled to be admitted to San Jose State University's highly regarded Charles W. Davidson

College of Engineering, where I earned my B.S. degree in civil engineering.

How Did You Apply Your Degree?

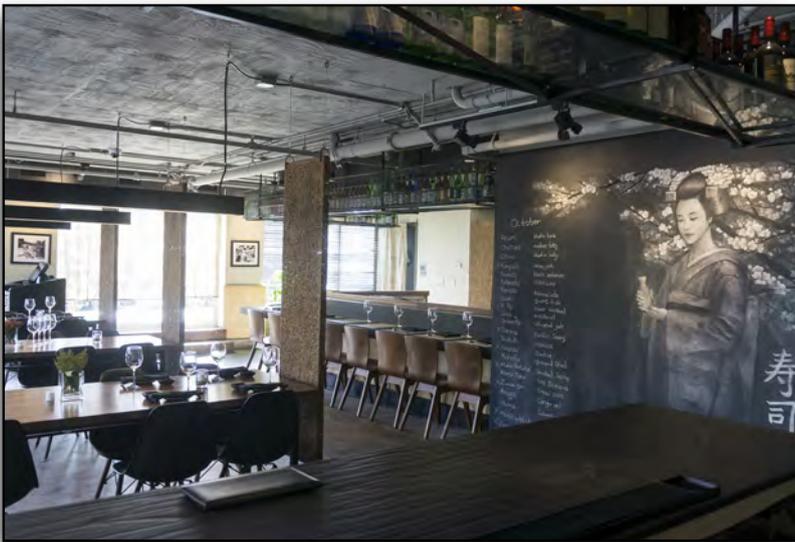
After I graduated, I sought a career direction that took advantage of my engineering degree and at the same time got me outdoors where all the action was. Coincidentally, I was offered a project engineer position with Whiting-Turner, a leading national construction management, general



“... By far the best general contractor experience I’ve had.”

— DAVID ACKER, Love Story Yoga

contracting and design-build firm. When I began I was extremely naive and green. As the only lower level staffer at my division, my boss assigned me as his right-hand-man and gave me just about every responsibility imaginable. Over the course of eight really exciting years I learned every facet of the business, and my role grew to become a project



Build-out for Sushi Hon restaurant in San Francisco's Mission District

manager, holding primary responsibility for large multi-million dollar design-build and design-assist undertakings for clients. Clients included venerable businesses and institutions like Stanford University; Dell; Target; Kaiser Permanente and UCSF. Although I was content with what I was doing, I still wasn't completely satisfied — yet. I still had that compelling urge to do even more, so I made

**“Go out on a limb.
That’s where all the fruit is.”**

— JIMMY CARTER



A Concore retail build-out for San Francisco location of Ministry of Supply — completed in record time, weeks ahead of schedule

the tough decision to leave W-T — launching my own firm.

Why Risk Going Out on Your Own?

I knew there would be big risks. But I had experienced a sudden epiphany revealing that I still wasn't really doing what was personally satisfying for me — but what was expected of me by



Attention to detail — a hallmark of Eslami's work

others. I think back on what Jimmy Carter once said, “Go out on a limb. That’s where the fruit is.”

There was plenty of fruit at W-T. The job at W-T was really great and, although I enjoyed the challenges of finding solutions to



daily problems and opportunities to work with a wide variety of exciting people I still wasn't fulfilling my true career passion. I wanted to do so much more that I became obsessed with the idea of professional independence and accomplishment. In short, the pursuit of my career passion is what drove me to it, knowing full well there were risks ahead in starting my own business.



Another Concore restaurant build-out, Mill Valley

What Happened Next?

I wasted no time moving forward, simultaneously getting both my contractors and real estate licenses.

I discovered that what really excited me was the deal-making component of commercial real estate. This was the formation of

“We really appreciated how responsive they were — great listeners!”

— EVELYN H., Satisfied Concore Client



A Concore restaurant build-out for popular Sushi destination, Tuna Kahuna in Burlingame

I moved forward anyway and thought — *“Damn the torpedoes, full speed ahead.”*

the roots of what ultimately became Concore Development Group. Subsequent growth seemed to just come naturally. Former W-T associates who knew my credentials and what I had proven I could do for clients provided me with a steady flow of new project referrals — and that's when I knew I was on the right track — with no regrets!

How Has Your Business Evolved?

Initially high-end residential renovations and remodels were literally being thrown our way from various referrals and connections who knew our work and what Concore could do. By 2014 the focus at Concore became



“Working with Mehrad has been very good . . . our project turned out great!

— BRANDON PITRE, Oak Investment Funds

commercial work — with a dedicated and versatile team of professionals and subcontractors, completing high-end, quality commercial tenant improvement projects, including a number of restaurants, offices and even industrial conversions. Some projects were completed in a fraction of

the time typically needed. At the same time I had a consulting contract with a firm whose focus was solely hotel property



A recent buildout for IV vitamin therapy and regenerative center Drip Doctors — their first San Francisco location

build-outs. And recently, since the pandemic crippled retail projects, I’ve leveraged my energy, knowledge and leadership skills, currently managing multi-family affordable housing projects in the San Francisco Bay Area. 



A very unique, specialized retail build-out for Design Theory Hardware in San Francisco

SUBSCRIBE to Concore INSIDER

Look to future Chapters of Concore Insider featuring Mehrad Eslami’s tips and suggestions on ways to ensure project success with a variety of commercial construction challenges

CONCORE Development Group • 925-435-5877
mehrad.eslami@concoredg.com • www.concoredg.com

What’s In Store for CONCORE Insider Readers?

Concore Insider will provide a wide range of no-nonsense educational resources for general contractors, commercial real estate professionals and developers who are looking for fresh, innovative and effective solutions to help make their projects run more smoothly, efficiently and profitably.

GENERAL CONTRACTORS

Provide guidance for GCs looking to define or redefine their business model by demonstrating to them how they can maximize their experience and knowledge by doing what they’re most passionate about — and at the same time, find new clients without short-changing themselves in the pocket book.

COMMERCIAL REAL ESTATE

Share first-hand insights with commercial real estate brokers and agents on my proven and effective ways to qualify, contract and work with GCs to collaboratively provide thoughtfully planned tenant improvements — office, retail or industrial — that will be abundant with benefits for all parties involved, from tenants to investors.

DEVELOPERS

Advise real estate developers on unique ways to achieve the best returns on their investments through careful, thoughtful and detailed planning and coordination of their projects. I’ll be looking at examples of projects ranging in scope from medium-sized apartment structures to large multi-family developments — particularly affordable housing — with features and amenities that have the potential to positively transform and contribute significantly to the communities in which they’re built.