



# Atlanta Business Chronicle

Article from 12/12/2008

## Finding the niche

Gerald Lambert, who spent 14 years in two stints with real estate giant Cushman & Wakefield of Georgia Inc., has started his own real estate services firm.

[Lambert & Associates](#) has no intention of competing with massive international firms such as CB Richard Ellis Inc., Cushman and Jones Lang LaSalle Inc. Instead, Lambert said he will focus on representing small to mid-sized businesses in their search for real estate.

Lambert & Associates, housed at 2451 Cumberland Parkway, was started earlier this year before a spate of bank failures, stock market declines and layoffs exposed an economy in recession.

“Growth isn’t going to happen right now, except for perhaps the medical industry and health services sector,” said Lambert, who saw another commercial real estate slowdown in the 1980s when he was with Rubloff Real Estate. “If folks can hold on and recast their costs, there is going to be pent-up demand eventually that will be incredible,” he said. “I really believe that this is the time to get involved with these smaller companies to be there when they bloom again.”

Lambert has four people on his staff now, but he wants at least 10 people on board within two years. The commercial real estate veteran also sees a chance to mentor a new generation of Atlanta’s commercial real estate stars.