

Personality

Profile



This week the Journal investigates the field of Industrial Real Estate. Since this is a comparatively young field in New England, we selected a comparatively young man for this profile. William F. McCall, Jr., Industrial Real Estate Broker, Nordblom Co. in Boston was born in Boston August 18, 1934. Bill attended Holy Cross in Worcester, Mass., and received his B. A. in economics in 1955. He then spent three and one-half years in the U. S. Navy as a Fighter Pilot, attaining a total of 1,100 hours flight time with over 800 hours in a single-piloted jet aircraft. In 1959 Bill, his ambition being Industrial Real Estate, applied for a position at many of the leading real estate offices in Boston. In each case he was told he needed experience. With this in mind, he secured a position as a salesman in a large residential office in Wayland, Mass. In 5 months Bill became the top salesman in the office (nine full-time brokers) and had developed an Industrial Newsletter which consisted of area residential listings which was exposed to over twenty-five plants in the area.

With this experience under his belt, he applied again to the big Boston Real Estate firms. "You need more experience," they said. Not yet discouraged, Bill started working for the Martin Cerel office in Natick, Mass. Within four months he was promoted to area sales manager and for over a year flourished with this firm. In April of 1961 Bill again attempted to find a position in a large Industrial Real Estate office in Boston. This time... success. The Nordblom Co. filled an opening with William F. McCall, Jr., and they have not been given a chance to regret it.

Bill is one of ten salesmen actively promoting Industrial Real Estate in one of the most successful Real Estate firms in the East. I asked him to tell me about his first Industrial commission: "It hasn't been easy to learn this business, but I have nine experienced experts as teachers and can't help but learn. My first deal was the placing of a small firm in 3,000 square feet of second-story warehouse space in Coolidge Corner. This was done on a tenant-at-will basis and my commission added up to \$37.00." Commissions have become steadily better since that first success as evidenced by the sale last year of the Westinghouse Building in Boston to Edgerton Germeshausen & Grier Inc. for \$585,000. This year Bill was elected president of the Commercial Council of the Broker's Institute. At 29, Bill represents the youth of the New Boston and the New Frontier. R. Hopkins