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Staubach Retail Services changes name to SRS Real Estate Partners

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Officials with Staubach Retail Services plan to rebrand the 22-year-old firm as SRS Real Estate Partners. The firm will continue to focus on representation of retail real estate clients. Roger Staubach will remain on the SRS Real Estate Partners' board and will remain an equity holder.

Last June, Staubach announced he was selling The Staubach Company to Jones Lang LaSalle, but Staubach Retail and Cypress Equities remained independent firms. The name change to SRS Real Estate Partners is designed to position the company for future growth in the real estate market and to provide clarity in the market as independent from Jones Lang LaSalle.

Staubach Retail Services' mission, values and core competencies will remain in place. SRS Real Estate Partners president, Clay Smith, will be promoted to CEO/president. Staubach Retail Services former CEO, Chris Maguire, will continue to serve on the SRS Real Estate Partners board of directors and will be an equity holder in the firm. Maguire will remain CEO of Cypress Equities.

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