

## Up Close & Personal With Michael Dardick of Granite Properties

By HILARY LAU | September 19th, 2013 12:34am

Michael Dardick, CEO of Granite Properties, was the featured speaker at the latest Up Close & Personal series event hosted by NTCAR's Young Professionals Forum. The event was held on the vacant 16th floor of 1717 McKinney, the only remaining vacancy in the 95-percent-leased building, which is owned and operated by Granite. It was sponsored in part by Staffelbach, which has been involved in designing and outfitting interior spaces for TopGolf, Red Bull, and other tenants at 1717 McKinney.



Granite Properties' Michael Dardick

"I think you are right in the middle of what is urban change for Dallas—that's so exciting for everybody," Jo Heinz, president and CEO of Staffelbach, told the group. "We're seeing it happen, and you're all a part of it."

Plano-based Granite owns and operates 10.5 million square feet of real estate—including 4.5 million square feet of office space in North Texas. Dardick, who founded the company 22 years ago, shared personal anecdotes, predictions for the future of Dallas real estate brought about by changes in technology and the advent of social media, and tips for success. The discussion was moderated by Natalie Snyder, vice president at Transwestern, and Jack Burgher, assistant vice president at Venture Commercial.

"We're all here because we're young and hungry and want to get better at what we do," Burgher said.

Dardick's advice? He called it "stupid simple." First and foremost, he stressed, is to do the right thing.

"Sometimes you're compromised, and you have to make a choice," he said. "I always tell people that you sleep with your conscience every night, so you get to decide how you sleep."

Dardick said real estate should be more about making relationships than completing transactions. If brokers consider how they can help a person versus what they can get from them, Dardick said the "get" part will happen naturally.

"We're in the people business, not the real estate business," he said. "Real estate happens to be the platform we get to use to impact people."

Dardick closed by advising the young real estate pros to bring a sense of passion to their work.

"If you don't love what you do and who you're doing it with, it's up to you to change it versus accept it," he said. "I think work should fit into life, not the other way around. If you love what you do, then work actually enhances and adds value to your life—not detracts from it."