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Rainer signs on to team at CEF

Commercial veteran leaves family practice

By Wayne Risher

Posted January 24, 2010 at midnight

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Jim Rainer, 25-year veteran of the Memphis commercial real estate industry, has joined CEF Commercial as senior vice president.

Rainer brings extensive experience in tenant and user representation to a collaboration with [CEF Commercial](#) president Chris Brown, whose background is landlord and owner representation.



Jim Rainer

As a broker with Cushman & Wakefield and later, a senior vice president of Commercial Advisors, Rainer represented large corporate and institutional clients, including FedEx, Baptist Memorial Hospital, Campbell Clinic and owners of Clark Tower and the Crescent Center.

He joined forces with Brown after two years with family-owned Rainer & Company.

"His experience will be a great foundation for expanding CEF Commercial's tenant representation practice," Brown said.

Brown formed the commercial division of Coleman-Etter Fontaine Realtors last July after nine years as vice president of Downtown office leasing for CB Richard Ellis Memphis.

The firm represents Court Square Center, where a four-attorney office revealed plans this week to occupy the Lincoln-American Tower's fourth floor.

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Rainer was attracted to working on a team again after seeing limitations of a solo practice.

"I've been working for teams my whole life," said Rainer. "Chris been working for landlords for so long, and I've been working on the tenant side for 25 years. It'll make a great combination and a great team."

"It's something new all the time, and that's what I love about this business," Rainer said.

--Wayne Risher: 529-2874

JIM RAINER

Company: CEF Commercial

Title: senior vice president

Experience: 25 years in Memphis commercial real estate, primarily in user and tenant representation

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Weather

Currently

36-Hour

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Currently

38°

A Few Clouds
Wind: W 13mph

Today

47°

32°

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JAN

JAN

JAN

BROWSE

25

26

27



MONDAY

TUESDAY

WEDNESDAY

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Grizzlies vs. Orlando
FedExForum 7 p.m.

Bluegrass Monday concert series
Atkins Celebration Hall 7 p.m.

'The Hunting of the Snark' and other Programmatic Works"
University of Memphis - Harris Concert Hall 7:30 p.m.

The Bears of Blue River w/ Grace Askew
The Hi-Tone Cafe 8 p.m.

"Under the Sea"
Crew Training International IMAX Theater 9 a.m.

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