



For Immediate Release
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REDSIDE BUILDS NEW MARKET NICHE IN CONSTRUCTION AND TI WORK, INCLUDING OWEN EQUIPMENT IN NE PORTLAND

Formed in 2009, Redside Construction offers construction services backed by professional know-how and pragmatic problem-solving with a green perspective

PORTLAND, Ore. (May 7, 2010) — Redside, a commercial real estate services firm, battered down for the Great Recession by launching a new business—Redside Construction.

The firm, led by Garrin Royer and Danny McGinley, made its reputation as a pioneer in green development for mid-size, suburban properties. Since its founding in 2002, the firm has developed over 100,000 square-feet of retail office and industrial space, including two LEED-certified buildings in Oregon City and Vancouver, WA, respectively. It also manages a commercial portfolio of over 1 million square feet.

As the recession took hold in 2009, the entrepreneurial Royer and McGinley knew they had to ride the wave, so to speak. “Otherwise, we could get swamped,” says McGinley. “We had cultivated an expertise about sustainable development, and the key question was, how can we capitalize on this?”

The pair realized it could offer commercial property owners in the greater Portland area a unique resource—hands-on project management and construction experience. “When we redeveloped 221 Molalla in Oregon City, we kept 95 percent of construction waste out of the landfill,” McGinley says, “We discovered new sustainable materials for paint, carpet, cabinets and flooring. We learned about highly efficient HVAC systems. And all of these things had a dual benefit—reducing energy consumption, and more importantly saving money.”

Last fall, McGinley, Royer and Kevin Bartel, whose construction company they had hired for many projects over the years, joined to form Redside Construction. Since then the new subsidiary has completed tenant-improvement jobs for three Companion Pet Clinics, updated a 40-year-old laundromat into the first “green” one of its kind in the Portland metro area, constructed a 2,000-sf yoga studio, and has nearly finished its renovation of a 16,000-sf facility for Owen Equipment Company.

Owen Equipment enlisted Redside Construction to remodel an office space and upgrade a warehouse that will be used for truck maintenance for industrial vacuum trucks. The entire facility features radiant heat, low VOC paints, recycled carpet, and Forest Stewardship Council-certified wood cabinets. Redside Construction also built a new storage shed and incorporated a bioswale with drought-tolerant plants to capture storm water runoff.

R E D S I D E

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“They did a great job,” says Earl Rose, president of Owen Equipment. “They have everything in house. If I have a question for the architect or a question about plumbing, I call the same number, and I like that.”

About Redside

Redside is a real estate investment and services firm best known for its environmental stewardship, innovative abilities and agile services. Redside acquires, develops and manages commercial and multi-family assets with specific expertise in high-performing, energy-efficient buildings.

