



R E D S I D E

# REDSIDE EQUITIES PUTS PEOPLE AND PLANET FIRST



**P**eople. Planet. Profits.

Known as the triple bottom line at Redside Equities, these three factors became the framework to how the Portland-based real estate company selects projects, guided primarily by the principle of sustainability.

“The way we make our business decisions is always factoring in how they affect the people that are impacted by them and how the environment is impacted by them,” says Garrin Royer, who along with business partner Danny McGinley, founded the company in 2002. “It’s crucial to us that we look back on our careers and projects and be proud of what we did.”

Royer and McGinley, who began as next door neighbors and friends, possess a 1.3 million-square-foot property management portfolio, more than 200,000 square feet in development, and hands-on experience in development, asset management, construction, and sustainability services. Recently completed projects include a 200,000-square-foot historic office building portfolio in downtown Portland that was recently renovated to LEED Gold, creative class space, in addition to 1000 Wall in downtown Bend that is a 32,000-square-foot LEED Silver renovation anchored by Patagonia. Royer says these and other projects are possible because of the solid business relationship he has with McGinley and the team that has joined them.

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“We have a very complimentary skill set,” says Royer of himself and McGinley. “Danny is an idea, concept guy and I’m much more of a practical, rubber-meets-the-road guy. He goes out and finds a project and I figure out if it’s going to work. This is the longest job either one of us has ever had. Our synergy, our relationship, and our ability to be nimble with our business has been very gratifying.”

A company that had five employees entering the real estate downturn of 2008, Redside Equities is today a group of 18 people. Royer notes that some of those additions came from non-profit

organizations due to their interest in how Redside Equities operates. Currently, Royer says the company is in property acquisition mode and they are interested in doing more historical rehabilitation projects to

“breathe new life into these older buildings.”

“We’re not interested in doing any of this stuff unless we’re having fun and can be proud of the work,” Royer says. “A unique thing with our company is we use our business activities to try to leave the world better than when we found it.”

As avid sportsmen in fly fishing, rafting, and skiing, the business partners see firsthand the importance that their decisions can have today and on future generations, as well.

“We love riding the roller coaster of earth and nature,” Royer says. “There is more to a career than making money. Money is important to keep a business running, but we both look at work/life as we ‘work to live’ not ‘live to work’.”



## FAST FACTS

**Founded:**  
2002

**Headquarters:**  
Portland, Oregon

**Recent Award:**  
1000 Wall receives 2013 Building a Better Central Oregon award, named Bend’s “Best Urban Renovation Project”

**Website:**  
redsidecre.com