

Sunday,  
August 18,  
2002

# business

## PROFILE

### Real estate veteran: Richard "Rick" C. Lackey

Each week, the Gwinnett Daily Post profiles the business men and women who help drive the success of local companies and small businesses alike. This week, the Post profiles Richard "Rick" C. Lackey, an Atlanta real estate veteran who is launching his own company, Hometown Commercial. The company will be based in Gainesville, where Lackey lives on Lake Lanier with his family. Hometown Commercial will eventually have offices across Georgia, including Gwinnett.

**NAME:** Richard "Rick" C. Lackey

**AGE:** 41

**TITLE:** President, Hometown Commercial Real Estate

**NATIVE OR NEWCOMER:**

Born and raised in metro Atlanta. Moved to Berkeley Lake when he was 12. Attended Summerour Middle School and Norcross High School. While at Norcross High, he was on the football team and was president of the senior class of 1980. His parents, Dick and Jo Lackey, still reside in Berkeley Lake. His family moved to Gainesville in September of last year so they could live on Lake Lanier. "I guess growing up on the water sort of sticks with you," Lackey said.

**ENTERING THE WORK-PLACE:** "I finished my last exam at UGA on a Thursday in December of 1984 and immediately went to work as a commercial real estate broker on Monday morning," he said. "Almost 19 years later I still do it. It's all I have ever done, and it's all I have wanted to do."

**ON THE NIGHT STAND:**

"Jesus CEO" by Laurie Beth Jones, "Built to Last" by James Collins and Jerry Porras and "True Professionalism" by David H. Maister

**LEISURE TIME:** Lackey often attends his daughters' sporting events. "Both play basketball, run cross country and play tennis," Lackey said. "I most enjoy watching my daughters play sports, then comes watching the (University of Georgia Bulldogs) do anything, but especially football, then boating and bill fishing. Most of the leisure events we attend are centered on these activities."

**DOWN TO BUSINESS:**

**1. What prompted you to launch Hometown Commercial and why do you think it will be successful?**

"I believe there is a need for major market style commercial real estate approaches in the suburban, exurban and secondary marketplaces," Lackey said.

"Not that there is anything wrong with the way it has been being done, because obviously it has worked, but there is definitely room for a more proactive approach. For me personally, launching Hometown Commercial is the natural evolution of being a successful broker, then being a successful leader of a national commercial real estate company and now building on what I have learned. I have been very fortunate to have made a lot of great relationships, have had the opportunity to have been exposed to a lot of different projects, have had the opportunity to see what works and what doesn't. All I am doing now is building on these opportunities."



**2. What will it take for the metro Atlanta commercial real estate market to improve and, when, at the earliest, might that happen?**

"The market will improve when positive job growth returns," he said. "The earliest will likely be January of 2003 and the latest will probably be 18 months from now. It will happen and I look for Gwinnett to be a leader."

**3. What is the strongest aspect of Gwinnett's real estate market, and how do you see this market changing over the next 10 years?**

"The quality of life in Gwinnett has always been excellent," he said. "Interstate 85 will continue to be the north/south artery for transportation and distribution. The employee base that the I-985 corridor reaches provides excellent quality and cost labor pool. Over the next 10 years, look for the distribution building continue to push northward along I-85. Look for more call centers along the 985 corridor. One of the most exciting areas will be the emerging bio-tech corridor along 316. Gwinnett is no stranger to technology."