



EMAIL: hmercado@voitco.com

MAIN: 858.453.0505

DIRECT: 858.458.3325

FAX: 858.408.3976

LIC. NO: 00493081

www.VoitCo.com

CAREER SUMMARY

For over 37 years, Mr. Mercado has represented buyers, sellers, landlords and tenants in retail transactions exceeding \$635 million in sales and lease considerations. He has worked with all aspects of retail brokerage:

- Major Retail Land Sales
- Major Tenant Representation
- Major Shopping Center Developer Representation
- Shopping Center Leasing
- Pad Sales & Pad Leasing
- Shopping Center Sales

A consistent top producer, Mr. Mercado has developed an impressive transaction list throughout his career.

EDUCATION

San Diego State University, San Diego, CA | *Bachelor of Science, Business Management*

AWARDS

- Two (2) Time Winner, Top Producer
- Twelve (12) Time Winner, Top Five Producers
- #2 Retail Broker, San Diego Region
- Outstanding Citizen Leader

PROFESSIONAL AFFILIATIONS

- International Council of Shopping Centers (ICSC)
- Board Member, Encinitas Downtown Main Street Association

SIGNIFICANT SALE ASSIGNMENTS

- Zelman Developed J.V. 750,000 SF Encinitas Ranch & Plaza at Encinitas Ranch, Encinitas, CA
- Creg Realty Purchased 30 Acres for Carlsbad Company Stores Outlet Mall, Carlsbad, CA
- Von-der Ahe Development Purchased 25 Acres and Developed a Center Anchored by Vons, Ultra Star 6 Theatre and La Costa Library, Carlsbad, CA
- Retail Development Advisors Corp purchased 46 acres to develop a Super Target, Marshalls, Walgreens, Bank of America, Dixieline Home Center, etc., in the 460,000 sf Orchard Stone Creek Center, Murrieta, CA
- Del Sol Investments purchased 27 acres to develop Home Depot Anchored Center, Temecula, CA
- Pacific Development Purchased 10 acres to develop Albertson's anchored center, Temecula, CA
- Donahue Schriber purchased 12 acres to develop 120,000 sf, Vons/Walgreen anchored center, Murrieta, CA
- Costco purchased 16 acres, Temecula, CA

PARTIAL CLIENT LIST

- Donahue Schriber
- Zelman Development
- Linens N Things
- Barons Marketplace
- Barnes & Noble
- Pacific Development
- Retail Development Advisors
- Office Depot
- Whole Foods
- Home Depot
- Walgreens
- Albertsons
- Home Expo
- Sports Authority
- CVS
- Target
- Vons
- Costco
- REI
- Pier One
- Stater Bros.