

Local real estate firm getting global punch

BY TAMARIND PHINISEE

Christopher Bachman, president of locally based ITRA/Corporate Realty Group, says the global expansion plan being pursued by the ITRA Realty Group alliance will bring more opportunities for his clients here.

Last month, Chicago-based ITRA announced that it would be opening 30 more offices overseas, to fit the growing need of companies that do business globally.

"If we're to provide full service to our clients, we need to have information on a global basis. By adding international offices, we're able to do that," says Ronald Pollina, Ph.D., president of ITRA.

ITRA is a national alliance of companies that specializes in only commercial tenant and buyer representation. Corporate Realty is part of that alliance.

Pollina says ITRA sees the San Antonio market as key to its global goals, because of its proximity to the Mexican border.

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President, ITRA Realty Group

ica, and we feel it is an important component of our international plan," he says. "... Mexico certainly is a major international contender when it comes to attracting manufacturing companies."

Corporate Realty Group was established in San Antonio in October 2003 and is located at 11202 Disco. It became affiliated with ITRA Realty Group in November of

last year.

Bachman agrees with Pollina's assessment, adding that the expanded global reach will enhance opportunities for clients in Texas and San Antonio.

"Businesses and institutions here can access every important market in Asia, Australia, Central and South America for their real estate needs," Bachman says. "And just as important, businesses overseas will find it easier to locate operations in San Antonio."

Part of ITRA's larger expansion plan is aimed at establishing a presence in the major metropolitan areas in the United States and internationally.

Bachman says long-term goals call for growing local business and doing the best he can to meet the needs of his firm's clients. "We don't represent any landlords or developers," he says.

This focus on just the buyer/tenant in commercial real estate deals, he says, is what sets the company apart from most traditional real estate companies.

Internet firm introducing cordless VOIP for consumers

BY MIKE W. THOMAS

Channeling voice communications services through the Internet, a process known as voice-over Internet protocol, or VOIP, has been making big inroads in the business sector lately.

Now a local Internet technology company is hoping to channel more of that VOIP technology into the consumer market by marketing a wireless product that makes Internet phone calls more convenient.

JB Internet Holdings Inc. has a distribution deal with the maker of a wireless telephone system that can plug into a consumer's personal computer. This would free the caller from having to sit at their computer whenever they are making VOIP calls at home.

Joel Saucedo, president and CEO of JB Internet Holdings, says the company will begin marketing the new product later this year and packaging it with its proprietary ChaChingChat Internet service.

ChaChingChat is a subscription-based VOIP service that allows users to place local and long-distance calls through their computers. Calls from one computer to another are free, while calls to other land lines or wireless phones carry a flat fee.

"We think this is going to bring more people into the market by making it easier for them to make calls through their computer," Saucedo says.

In addition to ChaChingChat, JB Internet Holdings is the parent company of CashFlowPC.com, an Internet-based direct-marketing service, and JBXNetSoft, a Web design company.

Xavier Gonzales, vice president of JB Internet Holdings, says the company is slowly building clients for its new consumer VOIP service and has about 500 users currently. The privately held company posted \$500,000 in revenues last year and is anticipating rapid growth during the next couple of years.



Saucedo

"We are trying to make the dot-com businesses fashionable again after the bust," Gonzales says. "We began by surrounding ourselves with technically savvy people and then aggressively pursuing business opportunities."

Saucedo says he counts Mark Cuban,

the Internet entrepreneur and owner of the Dallas Mavericks basketball franchise, as one of his idols and his inspiration.

"Achieving success is all in the attitude of the business owner," he says. "Right now, we are growing steadily by taking calculated risks without overextending ourselves."

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