



Rene F. Daniel
Principal

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Rene F. Daniel, Principal at Trout Daniel & Associates, brings his nationally known expertise of retail leasing from his work with The Daniel Group, LLC. Mr. Daniel's work focuses on the leasing of shopping centers, regional malls, lifestyle centers, specialty centers and mixed use developments; the selective representation of a small number of specialty retail tenants in their expansion planning; and basic consulting services and expert witness testimony as related to the shopping center business in general.

Mr. Daniel is a recognized expert in the merchandising and leasing of regional and specialty centers throughout the U.S., and does consulting for some of America's largest shopping center developers. Mr. Daniel previously served as Senior Vice President in charge of leasing for Monumental Properties, where he directed the leasing of 19 regional malls and personally coordinated the leasing and management staff.

Over the years, Mr. Daniel has shared his experience with others as Dean of the School of Leasing at the University of Shopping Centers, as lecturer for the International Council of Shopping Centers in both the Leasing Institute and the School of Management, as well as speaking at numerous national and regional meetings. He served on the charter committee, which created the Certified Leasing Specialist (CLS) designation, a new industry standard.

Mr. Daniel also sits on the Editorial Board of Shopping Center Business Magazine, has written numerous articles for various trade publications, as well as writing a full chapter for the Shopping Center Leasing Handbook recently published by the ICSC. He was honored and awarded the "ICSC Trustees Distinguished Service Award" in 2002. Mr. Daniel holds an MBA from Columbia University, New York, N.Y., as well as a B.A. from Hunter College, New York, N.Y.

8/2009

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