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"I knew from the moment I saw the first property that Grubb & Ellis|BRE Commercial truly understood our business's needs."

Long-time San Diego tech entrepreneur and business executive Robert Herring Sr. gets by on little sleep. For more than 20 years, his quest for quality television content after midnight has fueled his desire to maximize the potential of satellite communications technology for the creation of a new American broadcast option. The result is his latest business venture, Herring Broadcasting, Inc., which on June 1, 2004, launched WealthTV.

Presently accessible by viewers on the East Coast, with plans to expand accessibility to all 50 states, WealthTV is an upscale lifestyles and entertainment network designed to appeal to a broad audience by providing viewers with a behind-the-scenes look into how the wealthy achieve, live and enjoy their success. But don't confuse WealthTV programming with Lifestyles of the Rich and Famous. The new network also emphasizes coverage of important public issues, health and international news.

In addition to increasing viewership, one of Herring's top objectives earlier this year was finding a facility that would suit the new station's operational needs. Herring knew what the right space would be like, but after eight weeks of working with a broker and never seeing a property that fit the bill, he finally turned to Grubb & Ellis|BRE Commercial broker Glenn Arnold for professional services. Two days later, Arnold presented a property to Herring that both thought would be ideal. For good measure, Arnold took Herring to see what else was available in San Diego, "just to be sure" the first one was perfect. "I knew from the moment I saw the first property that Grubb & Ellis|BRE Commercial truly understood our business's needs. He was extremely helpful throughout the entire process and his quick and thorough attention allowed us to make a decision in only two days," Herring recalls.

For a growing business, the right facility is of the utmost importance. Herring was able to convert the existing 40,000-square-foot facility into a state-of-the-art high-definition TV studio that is now home to WealthTV's 55-person-staff, a number that is expected to grow to 200 when the new network is at full capacity.

Robert Herring, Sr.
Herring Broadcasting, Inc.


WealthTV

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