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WHERE METROPLEX BUSINESS COMES FIRST

Around the METROPLEX

FACE TIME

A look at movers and shakers of the Metroplex — and what makes them tick.



Mark H. Kreditor

Kreditor, 38, is CEO of Get There First Realty Services Inc., a Dallas real estate property management firm.

■ **Family:** My wife Carol is a real estate professional with Crow Investment Trust. I have two daughters, Sarah and Laura. I was raised with all sisters, so I am very involved in my daughters' lives. My mother taught elementary school in New York.

■ **Childhood:** I was raised in a home that emphasized hard work, ethics and education. I have tried to be fair to my tenants when making repairs, just as I was taught at home.

■ **Hobbies:** I have played the piano since I was a kid. I like the music from the early part of the 20th century, such as jazz, and never left it for rock 'n' roll. I write funny songs about managing rentals and the real estate market. I also used to run marathons — 11, in fact — but I quit because now I have children. I used to be a big runner, but now I'm just big.

■ **Motto:** Sell to the masses and you'll eat with the (upper) classes. Joseph Gimbali said that.

■ **Career inspiration:** When I graduated in 1981, I moved to Dallas. I thought it was the land of good and plenty because my uncle had moved here in the '40s, and he always seemed to be living a happier life than people in New York. I found out Dallas was the greatest place on earth, and got involved in selling condos. Then, in 1984, Danny Faulkner was indicted for hiking Dallas condo prices, and the condo industry disappeared. I had to do something new. They needed a marketing person to rent out the empty condos. Today we have nearly 800 rentals from Wylie to Watagua.

■ **Industry outlook:** Dallas has just completed a reversal in positioning from the '80s. Rents are up 8% this year and everyone is enjoying the high demand. I lived through the '80s, however, and haven't forgotten them yet. I believe in cycles. They call me the pessimist without a cause because I am ready for another downturn to come eventually. Everything is big in Texas, so the cycles will be, too. I think we should take advantage of the good life while it lasts, but be prepared.