

Bull spreads real estate through radio

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An Atlanta commercial real estate expert took to the air waves to grow his business and now his voice is heard across the country.

Over the past four years, [Michael Bull](#), founder and CEO of **Bull Realty Inc.**, has grown a national following for the Commercial Real Estate Show, a one-hour radio show that he hosts and produces each week.

The radio show that kicked off in October 2010 on one station in Atlanta just expanded into 40 markets across the U.S. It's now aired in cities including Seattle, Las Vegas, Boulder, Colo., and Honolulu.

"It became a lot larger than we expected in the beginning," Bull said, explaining he started the show as an extension of Bull Realty's marketing, a way to build relationships and brand exposure.

"The show is a little bit like social media on steroids, if you will," he said. "It's about sharing content and having your name in front of people when they are making a business decision."

The radio show delves into commercial real estate topics such as crowd funding and adaptive reuse projects. It also discusses emerging trends in the business and offers market updates on sectors such as office, multi-family and industrial.

"Michael is a great moderator, his shows cover a broad range of real estate matters, and his guests are experienced and knowledgeable," said [E. Wayne Williams Jr.](#), director of real estate services for Metcalf Davis CPAs. "The content of his shows have national breadth. I use the podcasts to keep me abreast of a range of real estate activities."

Guest speakers have included industry experts such as [Mitch Roschelle](#), U.S. real estate advisory leader for PwC, and [Ryan Severino](#), senior economist and associate director of research with **Reis Inc.**

"I think this is a much more digestible medium for the commercial real estate industry," said Severino, who appears on the radio show several times a year. "The proof is in the pudding. The audience has expanded. The fact that it continues to grow is really testament to the job [Bull] and his team are doing down there."

The show has also gone on the road, conducting interviews at events such as the **International Council of Shopping Centers'** Southeastern conference and the **National Association of Realtors** annual conference. Bull has also set up mobile studios in cities including Boston.

He hopes to continue to grow into new markets and also looks to expand his video recording capabilities.

"I think it could turn into more of a television show," Bull said. "It's growing now more than we had ever thought."

The momentum is quite remarkable for a guy with no formal broadcast training, just a passion for commercial real estate.

An Atlanta native, Bull grew up in the Morningside neighborhood of Atlanta and attended Grady High School. He took some courses at **Georgia State University** but ultimately left college to start working. At age 19, he was selling apartments for [Buddy Patrick Realtors](#). What he loved most about the business was working with people.



Joann Vitelli

Michael Bull started his radio show in 2010 in Atlanta and is now in 40 markets.

"It's rewarding when you can help a company or investor either make money or save money," Bull said. "In commercial real estate, you can get a lot of expertise. There's no end to what you can learn."

Bull worked for RE/MAX for 14 years before founding Bull Realty in 1998 with three employees. The company, which blends real estate advisory and marketing, has grown today to about 50 people.

"I never expected to even own a real estate company," Bull said. "It happened because I felt like there was a need for a different way to do business. I felt like I had to."

That different approach to doing business is apparent at Bull Realty's headquarters in Sandy Springs. The company has about 15,000 square feet off Glenlake Parkway, near the **United Parcel Service** Inc. corporate headquarters.

There's a sleek conference room, "our ultimate networking room," Bull said, with sound-proof walls and a conference table that converts into pool and ping-pong tables. The cubicles are airy, modern pods, and several big screen televisions are scattered through the office.

It's a fun, collaborative work space designed to attract and retain brokers. It also seems to reflect Bull's personality.

"Michael is a great guy," Severino said. "He's generally one of my favorite people in the industry. We always have a good time."

Michael Bull

- **Age:** 56
- **Job:** CEO and founder, Bull Realty Inc.; Host and executive producer, Commercial Real Estate Show
- **Previous Job:** Broker, RE/MAX
- **From:** Morningside neighborhood of Atlanta
- **Lives in:** Sandy Springs
- **Family:** Wife, [Travis Ann](#) ; children, [Austin](#) , 15, and [Alexandra](#) , 17
- **Hobbies:** Performance boating, off-road vehicles

Amy Wenk covers hospitality, retail and restaurants.