

J. Fred Baca

Mr. Baca has more than thirty years of experience in commercial real estate, including his extensive work in the development of key information database resources essential to the industry.

Mr. Baca's most notable accomplishments and contributions to the commercial real estate industry include:

- Founder and CEO of **Baca Publications (1971–1988)**, a series of commercial property services, including **Commercial Transactions Report**, Houston's longest-running commercial transaction reporting service which catalogued non-residential real estate properties including geographic location, property type, buyer/seller information, and financial data; **The Baca Report**, a comparable sales report of commercial real estate transactions; **The Apartment Survey**, documenting the total inventory of multiunit apartment complexes with amenities, units size, availability, ownership, and location with driving directions; **The Office Building Survey**, documenting the total inventory of multi-tenant commercial office properties with information on ownership, availability, occupancy, rentable area and values; and the **Foreclosure Report**, a monthly listing of properties posted for imminent foreclosure utilized by investors acquiring distressed properties from owners or lenders. In 1979, Mr. Baca introduced **The Databank**, a sales comparables database serving the commercial appraisal industry.
- Founder and CEO of **Baca Landata (1988–1989)**, an electronic real estate information service provider company serving the Houston market. Upon acquiring Wilson Maps, and later Zingerey Map Company, Baca Landata became the sole provider in Houston of local parcel and ownership mapping services. Additionally, the company developed several web-based, information-gathering real estate products including an Internet "smart" map of The Greater Houston Area; the first internet-based GIS mapping product for the Harris County Appraisal District; and a 2.5 million parcel, multicounty record archive of property records in the surrounding Houston/Galveston area.
- Owner of **Court Records Research (1976–current)**, a court record document retrieval and copying service, the only privately-owned business with offices inside Harris County courthouses.
- Founder and CEO of **Baca Information Group (1999–2000)**, a provider of commercial, multi-tenant lease space data that subsequently became part of Bethesdabased CoStar Group.

Mr. Baca holds a Bachelor of Arts degree in Political Science from the University of Houston. He has served on the boards of numerous organizations, including those listed at left, and is a frequent guest speaker and commentator on Houston's commercial real estate market.