



Senior Brokerage Associate
Retail

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Education or Qualifications

Master of Business
Administration, New York
University, 2022

Master of Real Estate
Development, Clemson
University, 2014

Bachelor of Science, University
of North Texas, 2011

Specializations

Brokerage: Landlord
Representation

Brokerage: Tenant
Representation

Affiliations or Memberships

South Carolina Real Estate
Broker License

North Carolina Real Estate
Broker License

ICSC – International Council of
Shopping Centers

Lance Byars

Area of Expertise

I specialize in retail brokerage, which includes the representation of owners, buyers and tenants in the purchase and leasing of retail space. I am a member of the Retail Services Group, a select group of Colliers Brokerage Associates focused on retail brokerage. I have extensive experience with commercial real estate, specifically in retail leasing and offer development representation for clients and strong leasing support in the retail market. I bring experience, knowledge and a fresh look to retail brokerage that generate positive results for my clients.

The most rewarding part of my job is walking down the street and seeing a retail space that I helped a business get into. Helping a client realize their potential and then exceeding their expectations motivates me every day. My goal is to build long-lasting business relationships with clients based in honesty and hard work. Colliers' team-based approach to deals is also very beneficial to clients because we can put two or more minds on every deal that we are involved in. We make it our job to put the entire office at the disposal of our clients.

Professional Accomplishments

- In 2016, I ran for Greenville County Council.
- In 2017 and 2018, I was named a CoStar Power Broker in retail leasing transactions in Greenville, South Carolina.

Business and educational background

I graduated from the University of North Texas with a bachelor's in Business Administration and received my Master of Real Estate Development from Clemson University. In 2022, I graduated from New York University with a Master of Business Administration degree.

Prior to joining Colliers, I was a Brokerage Associate at Collett, with a primary focus in retail in the Upstate market. I also worked in Washington, D.C. at the U.S. Capitol building as an assistant to Senator Lindsey Graham in 2014.

Community Involvement

I am on the Board of Advisors for The Salvation Army of Greenville, Oconee and Pickens Counties, and I teach a faith-based class to men in the drug and alcohol rehabilitation program every week. In 2015, I was awarded the Greenville County Volunteer of the Year for The Salvation Army. I serve on the Clemson University Real Estate Association as treasurer of the board. I am also an active member of Grace Church.