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The Unicorn Group adds commercial real estate company as a client
Client has been in business for over 15 years

Washington, DC (March 9, 2010) – The Unicorn Group is proud to announce that Reston, VA based commercial real estate company Kent Commercial, Inc. has signed on as a client. The Unicorn Group will be assisting Kent Commercial in their business development efforts in the hopes of aggressively expanding market share in the region.

The senior brokers/consultants within Kent Commercial each bring over 25 years of brokerage experience in the DC Metropolitan area; closing more than 30 million square feet of commercial, industrial and retail space transactions. The team comes from a diversified background of the most prominent real estate firms in the area, specializing in Commercial Lease Consulting and Tenant Representation. Kent Commercial's personalized approach to service, professional ethics, honed negotiating skills and unique ability to provide creative solutions for today's business environment, makes them "the first call" for many tenants and business owners in the area.

"We are excited to work with The Unicorn Group on our business development efforts," says Westy Kent, CEO of Kent Commercial. "The Unicorn Group team has a large list of connections both locally and nationally that will help us get in front of the people we need to in order to continue to grow our business."

John Aggrey, Chairman and CEO of the Unicorn Group is excited to work with Kent Commercial as well. "Kent Commercial has a great reputation in the industry and brings tremendous brokerage experience to the Washington DC area," says Aggrey. "I look forward to working with their team to drive more opportunities for Kent Commercial."

The Unicorn Group is expanding as well. Over the next year, the company will be adding more business development professionals which will help to grow their business. "When companies come to Unicorn, they are looking for us to deliver a level of service that will give them their best return on investment," said Aggrey. "It is my job to be out there looking for the right human capital that can provide that return for our clients."

About The Unicorn Group

The management of The Unicorn Group brings over 50 years of collective experience and has spent over 20 years developing a process of **Executive Relationship Marketing (ERM)** patterned after the Asian principles of *Guanxi* (*pronounced Guan-chee*). With a personal network of over 2,400 senior executives in the United States and around the world, we screen the technology landscape to identify hard to find, best-of-breed, early stage business solutions and present them to relevant decision-makers in targeted industry verticals across corporate America to create efficiencies and optimize productivity. For more information, please visit www.useunicorn.com or contact CEO John Aggrey at 202-460-1150 or jwaggrey@useunicorn.com.

About Kent Commercial

Kent Commercial is a 15 year old commercial real estate company that specializes in representing the interests of tenants in commercial lease negotiations. Whether you have a need for new office space, an upcoming lease renewal, a consolidation of offices or the need to sublet a portion of your space, Kent Commercial can assist and guide you through the entire lease negotiation process.

For more information, visit www.kentcommercialinc.com and get your free copy of “33 Winning Ways to Negotiate the Commercial (or Retail) Lease” and to learn more about the company’s philosophy concerning the lease negotiation process

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