

BARBARA B. RATLIFF

Barbara Ratliff is an accomplished, multi-faceted professional with more than 7 years of extensive and diverse experience in Commercial Real Estate. Her primary areas of expertise include:

- 1031 Exchange
- Office (Purchase and Lease)
- Retail (Purchase and Lease)
- Land



She began her Real Estate career in 2002 as a Sales Associate for an independent Land Broker. In those first two years she learned to locate and pursue opportunities, negotiate strong agreements for her Clients and always deliver World-class Customer Service.

From 2004 to 2007 Barbara joined Coldwell Banker where she continued to expand her capabilities as a Commercial Realtor. It was during this period that she was involved in a series of transactions that involved 1031 Exchange. This became, and remains, one of her strongest assets.

In January of 2008, Barbara joined Larry Harbour and the Century 21 Judge Fite Commercial team. There she has become a valued contributor. She is known for her tireless pursuit of her Clients' best interests.

Prior to entering the Commercial Real Estate arena, Barbara spent 20 years as a Corporate Executive for a Dallas based company. She managed all aspects of Operations for three Texas locations including facility management, budgeting and executing monthly P&L and conducting financial, legal and contractual negotiations. Key accomplishments included:

- Coordinating the expansion of a Houston office and the opening of an Austin office including negotiation of leases and contracts for purchase of equipment and furnishings
- Directing the relocation of the Dallas offices including the design, construction and furnishing of a million dollar facility, as well as the relocation of staff and equipment
- Working with the Dow Chemical Corporation Executive team to negotiate the outsourcing of communications and creative services including leasing office space as well as the hiring and training of employees

In addition, she developed a skill-set that includes creativity, flexibility, and a consistent commitment to the highest level of integrity. Today, she brings these qualities to every transaction.



1140 Empire Central, Ste 520 • Dallas, TX 75247
214-223-5566 (c) • 972-539-3049 (o) • barb.ratliff@verizon.net