



MATTHEW CLARK

VICE PRESIDENT
PRIME REALTY



Matthew Clark is the power behind the sales engine for Jacksonville-based Prime Realty. He specializes in third-party leasing and marketing for office, retail and urban mixed-use developments, site selection for regional and national tenants pursuing the Florida and Georgia markets, and commercial investment sales within those markets.

Matthew joined the Prime Realty team in 2010 and serves as Vice President. During that time, he has overseen combined sales and leasing transactions of more than \$100 million over an aggregate 1.5 million square feet.

His office portfolio, currently encompassing some 330,000 square feet, focuses on urban-infill opportunities. He works with landlords to reposition and rebrand office assets for growth in occupancy rates and market value. He also works with tenants spanning multiple industries and helps them negotiate leases and prepare for acquisitions.

In retail settings, Matthew and his team have been instrumental in repositioning markets to garner higher rental rates. In Jacksonville's Five Points submarket, his work with new local and regional tenants realized a 167 percent rent increase over a five-year period. He also assists in site selection on behalf of a diverse portfolio of regional- and national-name tenants.

Before joining the Prime Realty team, Matthew served as Program Manager at Ponte Vedra Beach-based MarketingExperiments, the first internet-based marketing research lab. There, he and his team optimized marketing and sales processes on behalf of companies such as Royal Bank of Canada, Reuters, the New York Times and Schlumberger.

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Prior to that, he developed and implemented marketing strategies and digital tools to showcase residential properties for The Vestcor Companies.

Matthew earned a Bachelor of Science in Communications from the University of North Florida. He is a member of the International Council of Shopping Centers, where he has served in numerous leadership roles within its North Florida chapter since joining in 2011. He has earned numerous honors for his work, including CoStar's Power Broker Award over multiple years for office and retail representation.

Join Matthew's LinkedIn network @ [matthewbruceclark](#).

Matthew in the News

Jacksonville Business Journal

[5/30/12: Connections – Why You Should Know Matthew Clark](#)

[1/23/15: How Five Points' Success Leads the Way for Urban Revitalization](#)

[12/16/15: DIA Approves \\$130,000 City Loan for Downtown Building Project](#)

[1/15/16: The Elks Building in Downtown Sells for \\$4.5 Million to California Buyer](#)

[2/11/16: Why A Miami Developer Is Taking Interest in Jacksonville](#)

[3/18/16: Worldwide IT Plans to Move Headquarters Downtown](#)

[6/27/16: Historic Elks Building Getting New Roster of Tenants](#)

[1/17/18: Local General Contractor Leases Space in 100 N. Laura](#)

[3/29/18: Shopping Center Sold for \\$5.8 Million](#)

Financial News & Daily Record

[6/17/16: CenterState Bank to Establish Local HQ Downtown](#)

[12/13/16: Tossgreen to Open Downtown in SunTrust Tower](#)

[3/29/17: 'Cool, Hip' and Colorful: 100 North Laura Completing Renovations, Adding Tenants](#)

The Florida Times-Union

[6/17/16: CenterState Bank Moving Into 100 N. Laura St.](#)

[3/3/18: In Five Points, is Fancy Replacing Funky?](#)

The Resident News

[9/30/14: Big Change in Store for 5 Points](#)

Downtown Vision, Inc.

[4/2/13: Downtown Spotlight – Matthew Clark](#)

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