

CCI Unveils New Branding Ahead of 30th Anniversary

FOR IMMEDIATE RELEASE

WESTLAKE VILLAGE, CA – September 23, 2024, California Commercial Investment Group, Inc., is excited to unveil a rebrand and will be known simply as CCI going forward, marking a significant milestone as the company approaches its 30th anniversary. This rebrand is part of a broader strategy designed to honor the 30-year legacy established by co-founders Garry Collett and Lou Mellman, while embracing the future path of CCI under the new leadership of CEO Danielle Hastie, and Chief Financial & Operations Officer (CFOO) Kim Siegert, along with expanded Executive and Leadership teams.

CCI's new brand identity recognizes the company's evolution from a small regional business to a large national organization that has expanded well beyond its original footprint of California to cover over 30+ states across the country. It is also a reflection of CCI's vision of itself as a modern, innovative company dedicated to smart growth and creating opportunities for teammates and communities to thrive. CCI's core business areas of Investment, Development and Property Management have been reimaged in preparation for continued growth as the company gears up to offer many of its customer centric services such as Asset Management, Property Management, Service Coordination and Compliance services to third party clients.

Danielle Hastie, CEO at CCI explains, "As we look to our future strategic expansion, we remain committed to excellence in the field of real estate and to our core values of integrity, resiliency and joy, embracing our past and excited for our future."

The company's rebranding efforts include a modernized logo and a fresh color palette, both of which symbolize CCI's adaptability and forward-thinking approach.

"Our refreshed brand image comes as we prepare to celebrate our 30th anniversary in 2025. This step highlights our commitment to growth and relevance in a changing marketplace as well as remaining a best in class organization for development, investment and property management," said Chris Brown, Executive Vice President of Property Management at CCI.

About CCI

CCI is a full-service real estate firm specializing in acquisition, asset management, property management, and development. With over 190 years of combined real estate experience, CCI's leadership team is committed to long-term asset preservation, customer care, and conscious capitalism. For more information about CCI, visit www.ccinvest.com.

For media inquiries, please contact:

Katie Garay

Marketing and PR Manager

Katie.Garay@ccinvest.com