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FOR IMMEDIATE RELEASE

Beyond the Building Hits The Wall Street Journal Best Seller List

September 2nd, 2023 (Austin, TX): *Beyond the Building* (Greenleaf Book Group Press) by Rob Finlay debuted as #2 on the Wall Street Journal Nonfiction E-Books bestseller list this week. In *Beyond the Building: How to Use Innovation to Create and Grow Your Commercial Real Estate Portfolio*, Rob Finlay will show you strategies and tactics that will improve business and outcomes..

With tens of thousands of commercial real estate firms competing for properties, investors, and tenants, how can your CRE business ever stand a chance at competing? The key, according to seasoned CRE industry professional Rob Finlay, is for your company to become more data-driven and innovative. *Beyond the Building* can help change your CRE business by showing you how to be the first to identify and recognize patterns in the real estate market predict changing commercial real estate market dynamics, enhance your leadership skills, and see around the corner to overtake your real estate competition.

Robert J. Finlay, CPM®, is a forward-thinking entrepreneur devoted to building companies that support and advance the commercial real estate (CRE) industry. With expertise in tech-enabled asset management and capital markets services and solutions, Finlay speaks from experience and insight as an active CRE owner, investor, and operator of more than 20 years. He is the Founder and CEO of Thirty Capital, an advisory, investment, and technology firm serving growth-minded operators and investors. Finlay has launched, developed, and sold many CRE tech and finance startups to industry-leading technology and services firms over the last two decades.

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For more information or to schedule an interview with CEO Tanya Hall, contact Eleanor Fishbourne at efishbourne@greenleafbookgroup.com or 512-891-6100.