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Gibson Company Launches New Inspirational Business Model PocketShare

Irvine, Calif. – November 5, 2009 – Gibson Company, a Newport Beach-based real estate brokerage firm, announced the launch of its new charitable initiative called PocketShare. Created in the spirit of giving, PocketShare is a philanthropic model that donates as much as 50 percent of its referral revenues to charity.

The idea of PocketShare was inspired by the company's founder Tom Gibson. The name comes from Gibson's lifelong German friend, Dr. Udo Hoerstmann. The two met at a Chicago area high school where Gibson attended and Hoerstmann was a foreign exchange student. In 2005, Hoerstmann faced a life-threatening illness. When Gibson called to console his friend, he shared a famous German saying, which when translated means, "the last shirt has no pockets."

Tom kept these words in mind over the course of the next few years. Yet, this past year he made the conscious commitment to live the spirit of those words. After hearing of his friend's illness, and more recently living through his own illnesses, he came up with the concept of PocketShare. PocketShare allows him to leave a legacy—because you can't take it with you and "the last shirt has no pockets."

"After several health scares, I took a step back to reflect on my life," said Gibson. "I quickly realized that leaving a legacy meant giving back to my community and to those in need today, rather than after I'm gone."

Through PocketShare, Gibson Company encourages a philanthropic spirit and seeks to attract charitable minded clients and referral sources. For each transaction referred through a new lead, Gibson Company will donate as much as 50 percent of its gross revenue to a charitable organization. The person or company providing the lead can chose the charity, and the donation will be made in their name.

The benefits of PocketShare are far reaching. First, clients of Gibson Company are provided with uncompromising professional service that is independent, attentive, and results-driven. Second, worthy institutions and foundations receive the funds that help keep them afloat, providing services to those in need. Finally, there is no direct cost to anyone. Gibson Company makes the contribution, while clients receive the recognition.

PocketShare has already made contributions on behalf of its clients. The recently formed law firm of Hewitt Wolensky, LLP worked with Gibson Company to negotiate a lease when they moved to a location in Newport Beach. This firm is home Hugh Hewett, a well known attorney and radio talk show host on KRLA 870. Other partners include high profile attorneys Gary Wolensky and Emmitt Raitt. Gibson Company will make multiple contributions on their behalf later this month. Another client, Lincoln Property Company, has already designated Special Olympics and Lincoln Charities as donation recipients. Lincoln Charities is a non-profit 501c-3 that was set up a few years ago to help Lincoln employees in difficult times. Gibson has recently made a donation to Human Options on behalf of yet another client. The hope is that throughout 2010, many local Orange County charities will begin to reap the rewards of this program.

Gibson hopes to lead by example and encourage other businesses to follow his path in leaving a legacy while they are still alive through the faithful sharing of resources. The goal of PocketShare is to model a life predicated on “doing good, living for today, and leaving a legacy.” It is putting significance before success.

About Gibson Company: Gibson Company is a commercial real estate brokerage and consulting firm headquartered in Orange County, California. The firm exclusively represents tenants and buyers; never representing landlords or professional investors of real estate. Principals of the firm have over three decades of experience in a wide range of disciplines including Leasing and Purchasing, Lease Renegotiation and Termination, Site Selection and Relocation, Build-to-Suits, Land Acquisition, Project Financing, Sale-Leasebacks and Consulting. Clients of the company are geographically diverse, and vary in size from those in the middle market to the Fortune 100. As well, project engagements are national in scope and cover the spectrum from conventional leasing assignments to complex consolidation plans requiring carefully coordinated strategies and multi-party negotiations.

To schedule a media interview, please contact Marla McCutcheon at Synergy Media & Consulting, Inc. at 949.861.8260 or marla@synergymediapr.com.