



Vice President  
Retail

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### Education or Qualifications

Master of Business  
Administration, New York  
University

Master of Real Estate  
Development, Clemson  
University

Bachelor of Science, University  
of North Texas

### Specializations

Brokerage: Landlord  
Representation

Brokerage: Tenant  
Representation

Capital Markets and Investment  
Sales

### Affiliations or Memberships

South Carolina Real Estate  
Broker License

North Carolina Real Estate  
Broker License

ICSC – International Council of  
Shopping Centers

## Lance Byars

### Area of Expertise

I specialize in retail brokerage, which includes the representation of owners, buyers and tenants in the purchase and leasing of retail space. I am a member of the Retail Services Group, a select group of Colliers Brokerage Associates focused on retail brokerage. I have extensive experience with commercial real estate, specifically in retail leasing and offer development representation for clients and strong leasing support in the retail market. I bring experience, knowledge and a fresh look to retail brokerage that generate positive results for my clients.

The most rewarding part of my job is walking down the street and seeing a retail space that I helped a business get into. Helping a client realize their potential and then exceeding their expectations motivates me every day. My goal is to build long-lasting business relationships with clients based in honesty and hard work. Colliers' team-based approach to deals is also very beneficial to clients because we can put two or more minds on every deal that we are involved in. We make it our job to put the entire office at the disposal of our clients.

### Professional Accomplishments

- In 2016, I ran for Greenville County Council.
- From 2017 through 2024, I was named a CoStar Power Broker in retail leasing transactions in Greenville, South Carolina.

### Business and educational background

I graduated from the University of North Texas with a bachelor's in Business Administration, where I also played Division 1 golf. I received my Master of Real Estate Development from Clemson University and graduated from New York University in Manhattan with a Master of Business Administration degree.

Prior to joining Colliers, I was a Brokerage Associate at Collett, with a primary focus in retail in the Upstate South Carolina market. I also worked in Washington, D.C. at the U.S. Capitol building as an assistant to Senator Lindsey Graham.

### Community Involvement

I am on the Board of Advisors for The Salvation Army of Greenville, Oconee and Pickens Counties, serving as Vice Chairman, and I teach a faith-based class to men in the drug and alcohol rehabilitation program every week. In 2015, I was awarded the Greenville County Volunteer of the Year for The Salvation Army. I serve as Chairman of the Greenville Health Authority and attend Brookwood Church in Simpsonville, SC.