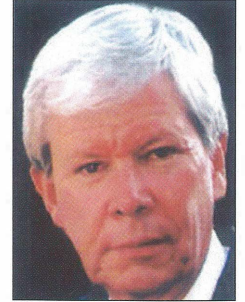


Catching Up With Creech

The man behind Stan Creech Properties

BY BRANDI SMITH



Stan Creech

Here's the thing about Stan Creech: he's a talker - in the best way. Not the annoying I-can't-wait-until-this-person-pipes-down person who jabbers incessantly, but the kind you could listen to for hours on end. He's well-versed in seemingly any topic, but he just might know more about Houston real estate than anyone else in the game.

That knowledge dates back to 1971, the year Creech graduated from the University of Texas law school. Yes, law. He says it didn't take him long to realize that wasn't going to be the career path for him.

"I talked to a couple of law firms, but I needed more interaction with people. I like reading them and negotiating with them," Creech says. "To me, that's the most fascinating thing about meeting people: figuring out how to negotiate with them."

Though he certainly expressed an interest in psychology, real estate grabbed Creech's attention while he

was playing Champions Golf Club in Houston, where he was the youngest member.

"I met Jack Burke and RT. Marshall, who invited me to lunch. I went to his office and he pointed at a desk and telephone. He said, 'Stay and try it for 30 days and see if you like it,' Creech recalls. "Well, 46 years later, I'm still here, so I did like it!"

He says he had no idea what he was doing beyond calling land owners, some of whom would tell him, 'Mr. Creech, I've got 100 acres and I'll take \$1 million for it.'

"I thought, 'Wow, this is fun,'" Creech laughs.

The deal he says tops his list is one of four he's done along Westheimer Road that topped \$50 million. In the 1970s, he sold 25 acres at the corner of Westheimer and Voss for Dr. Denton Cooley, whose letter of thanks still hangs in Creech's office.

"That probably was the most fun I've had on a sale and it probably got me the most business," he says.

Though the career path was certainly a detour from law, he says he should have known he was headed into real estate. He made the highest grade in his Real Estate Property class.

"I remember the most important thing from that class is that every piece of property, every piece of land is unique; no two pieces of land are alike," says Creech.

In the same way, very few land brokers are alike, but Creech has managed to stand out. When he left RT. Marshall in 1980, he formed Stan-Creech Properties and has essentially been a one-man show ever since.

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- Stan Creech on sale of 25 acres at Westheimer & Voss