

# A legacy built on belief in giving back to community

**BEST  
IN ATLANTA  
REAL ESTATE**

**VISIONARY**

By **Giannina Smith**

CONTRIBUTING WRITER

To celebrate the 90th anniversary of **Selig Enterprises Inc.** doing business in Atlanta in 2008, President and Chairman of the Board Steve Selig decided to take a trip to Beaver Creek, Colo. As a testament to how important his employees are to him, Selig decided to also invite all 180 of his employees — from the executive vice presidents to the warehouse personnel — along with a guest to join him.

“Many of those people had never even been on an airplane and to see the excitement in their eyes and hear their appreciation was probably the most significant thing. Of everything I’ve done, I think that meant the most to me,” Selig said.

The recipient of Atlanta Business Chronicle’s 2011 Best in Atlanta Real Estate Visionary Award, which recognizes the giants of commercial real estate who have, over the decades, set trends for others to follow, Selig

credits much of his success to his employees, many of whom have worked with him for more than 30 years. Out of the top 15 people in the Selig offices, each averages 22 years with the company.

A 35-year veteran of the commercial real estate industry, Selig is responsible for notable developments that have transformed Atlanta — projects like Brookwood Place, Buckhead Triangle, The District at Howell Mill and The Plaza Midtown. Of all his noteworthy projects, he said he considers 12th & Midtown — a joint effort of **Daniel Corp.**, **MetLife Inc.** and Selig Enterprises — to be one of the most significant of his career.

“We are, in my opinion, changing the face of Midtown Atlanta and to some extent changing Atlanta as well,” he said.

Amidst developing some of the city’s most prominent projects, Selig has also focused his efforts and resources on buying up property in flourishing areas for the future. Some of these locations include the intersection of Peachtree and Piedmont, as well as in the Chattahoochee Industrial Area — the company’s largest area of property accumulation.

“He’s had the insight to focus acquisitions in key up-and-coming areas of Atlanta with a 10- to 20-year horizon,” said his son, Scott Selig, vice president of Selig Enterprises, who joined the family company in 2000.

Outside of real estate, Selig has been a pillar of the Atlanta community in civic and religious affairs. Named the 2003 national campaign chairman of the **United Jewish Communities**, he traveled for two years raising money on behalf of Jewish communities around the world. He is also past president of his synagogue and the Atlanta

chapter of **American Jewish Committee** and the **Atlanta Jewish Federation**.

“This community has been so good to me and my family that I do feel a sense of obligation to give back,” Selig said.

A current member of the board of trustees for the **The University of Georgia Foundation** and the **Alliance Theatre**, some of Selig’s past board positions include the **Atlanta Housing Authority**, the **Woodruff Arts Center**, **Wachovia Bank of Georgia** and **Spelman College**. He also currently serves as honorary consul of Denmark in Atlanta.

“Steve’s guidance of Selig Enterprises and the very positive impact they have had on the Atlanta real estate community

coupled with his major contributions on so many of the city’s cultural and civic fronts make him uniquely qualified for consideration as a visionary,” said Charlie Tickle, chairman and CEO of Daniel Corp., who has worked with Selig on various projects over the past 10 years.

Along with his accomplishments in real estate and philanthropy, Selig has also had a hand in industries like politics and concert promotions. As chairman of the host committee for the Democratic National Convention in 1988, he served as President Jimmy Carter’s chief liaison with the business

community while Carter was in the White House from 1976 to 1980.

From 1981 to 1987, he also owned the largest concert promotion company in the city of Atlanta — Concert Southern Promotions. Currently, Selig is chairman of the board of **AAA Parking**, one of the largest parking companies in Atlanta and a Selig subsidiary.

“My father died in 1986 when I was 43 years old and I became head of our company and we’ve pretty much had sustained growth almost every year since then and are one of very few real estate companies that never had to lay anyone off because of the economy,” Selig said.

Through the years, Selig said his biggest challenge has been knowing “when to hold ’em and when to fold ’em” — to quote a Kenny Rogers song. Working not to over-leverage and remain conservative with his decisions, Selig said he may have missed some fruitful opportunities along the way, but in the end is confident about his choices.

“I think the test of time will prove we made good decisions,” Selig said.

When Selig isn’t playing the role of real estate mogul, he’s known as a father, husband and grandfather. He and his wife are actively involved in the lives of their 14 grandchildren and are regularly seen rooting them on at soccer games, basketball games and gymnastic events.

“My dad is an amazing role model. He practices what he preaches. He devotes himself to his faith, his employees, his community, and especially his family,” Scott Selig said. “He is as devoted as a person can be to those he cares for and has a heart of gold in trying to make the world better for those he has yet to meet.”



BYRON E. SMALL

## Steve Selig

**Title:** President and chairman of the board of Selig Enterprises Inc.; chairman of the board of AAA Parking

**Years in commercial real estate:** 35

