



SALES | LEASING | MANAGEMENT | INVESTMENTS

Specializing in Concierge Commercial Real Estate in the Greater Bay Area and Silicon Valley



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Company Overview

Founded in May 2011 by Principal Ralph Longo, Global Commercial emerged from a vision to redefine client-centric service in the commercial real estate industry. Driven by a commitment to prioritize clients' needs above all else, Ralph sought to address a gap he observed in the market—a lack of genuine, personalized service. Unlike firms where corporate interests often overshadow client goals, Global Commercial was built on the principle that elevating clients' objectives fosters success for all.

At Global Commercial, our mission is clear: your goals are our priority. With nearly three decades of expertise, we deliver unequalled, tailored solutions backed by a proven track record of client satisfaction. Our strong relationships with industry leaders and respected businesses reflect the trust we've earned through dedication, integrity, and results. Clients rely on us to safeguard their interests at every stage of the transaction, benefiting from our comprehensive knowledge and steadfast commitment.

Whether representing landlords or tenants, Global Commercial employs a strategic, client-focused approach. We begin by gaining a solid understanding of your objectives through careful analysis, ensuring clarity and alignment. Our proactive and responsive team promotes seamless collaboration among clients, representatives, and counsel, streamlining the transaction process. From strategic marketing and negotiations to contract execution, we guide you with expertise and out of the box thinking. We remain engaged through escrow or tenant improvements, ensuring your complete satisfaction with the outcome.

No transaction is too large or too small—every client receives our full dedication. Our success is driven by repeat business and referrals, a testament to the trust we've cultivated. Global Commercial is grateful for the opportunity to earn your confidence and deliver exceptional results. We look forward to partnering with you to achieve your commercial real estate goals.



Our Principal



Ralph Longo

Founder & Principal

Ralph Longo has sold or leased several million square feet of Land or buildings, primarily located in the Silicon Valley, greater Bay Area.

Ralph is the Founder of Global Commercial, with his concentration primarily on Sales and Leasing. Ralph is a high volume, high transaction related agent within the Greater Bay Area / Silicon Valley. Ralph has completed transactions throughout California, Washington, Oregon, Colorado, Texas, Georgia, Florida, Illinois, Pennsylvania, Arizona, New Jersey, N. Carolina, Idaho, and Virginia, as well as other metropolitan markets.

Prior to real estate Ralph began his financial career with Wells Fargo Bank of San Francisco. He was consistently awarded Top Sales & Service awards within Northern California.

"Rookie Of The Year" – Obtaining his Real Estate license in 1994 Ralph joined forces with approximately 1,500 agents at the highly professionally run company, Contempo Realty Inc. Ralph's immediate accomplishments were honored by his receiving of the company's prestigious rookie of the year award presented by the company founder Gino Blefari.

Since starting Global Commercial, Ralph's primary focus is high level concierge client services, based on the principles of integrity and persistence – this can be verified by our list of references. Ralph brings a fresh and creative way of thinking that captures opportunity in each and every transaction.

Ralph was born and raised in California, he is married, has 2 children, and lives in the Almaden Valley of San Jose.

A partial list of clientele can be found on our website. A comprehensive list of references can be provided upon request.

Thank you in advance for the opportunity to earn your business.

Sales Associate



BEN SMITH

Executive Director

Ben is a Sales Associate at Global Commercial Properties, focusing primarily on Sales and Leasing. Ben is an active agent that focuses on the Santa Clara County and Silicon Valley markets.

Prior to his real estate career, Ben devoted his time to sports and his studies. Ben attended Menlo-Atherton High School, where he earned his diploma, while participating on the lacrosse and football teams. Subsequently, Ben continued his education at Chapman University, where he earned a degree in Economics and Mathematics.

bsmith@globalcommercialprop.com

650-521-3474

Ben obtained his Real Estate license in 2017 to become an active partner with a commercial Real Estate brokerage firm in south Orange County, which he had been a part of since 2015. At the beginning of 2018, Ben moved back to the Bay Area and joined Ralph Longo at the professionally run company, Global Commercial Properties.

Ben's primary focus is high level client services, based on the principles ingrained into his personal culture derived from being a student and an agent. Ben utilizes effective organization and communication skills and conveys a fresh and innovative mind that will help depict every opportunity in each transaction.

Ben was born and raised in California and currently lives in Menlo Park.

A comprehensive list of references can be provided upon request.

Thank you in advance for the opportunity to earn your business.

Sales Associate



William Longo

Senior Director

Will Longo is a Sales Associate at Global Commercial Properties, focusing on Sales and Leasing. Will is an active agent eager to gain more cliental throughout the Bay Area markets.

Before his real estate career, Will focused on developing a background in sales, working for a local cyber security startup located in Los Altos, California. Prior to entering the Silicon Valley tech-sales world, Will dedicated his time to studies and sports. He attended Leland High School while pursuing his love for racing motorcycles. Afterwards, Will advanced his education at Long Beach State University where he earned a bachelor's degree in Business Finance.

wlongo@globalcommercialprop.com

408-529-8110

Will obtained his Real Estate license at the start of 2020 and began working for Global Commercial Properties under the guidance and instruction of his father, and the firm's principal, Ralph Longo. During his time with Global Commercial Properties, Will was quickly recognized by the industry for his diligent work ethic. He was awarded the title of a CoStar Power Broker for his achievement of obtaining one of the largest quarterly deals in the South Bay.

Will prides himself on his ability to set expectations, provide clear and constant communication, and continuously go above and beyond for his clients, resulting in strong and lasting relationships.

Will was born and raised in the California Bay Area and currently lives in San Francisco.

A comprehensive list of references and previous satisfied clients can be provided upon request.

Will is motivated to serve both past and future clients and looks forward to earning your business in the future.

Sales Associate



Alex Caruso

Director

Alex is a Sales Associate at Global Commercial Properties, focusing primarily on Sales and Leasing. Alex is an active agent that focuses on the Santa Clara County and Silicon Valley markets.

Prior to his real estate career, Alex spent 4 years at a cyber security company where he worked his way from a Sale Development Representative to Account Executive in record time. While at Contrast Security, he was tasked with finding new opportunities, closing new accounts, and managing the relationship in a post-sales capacity.

Alex closed and managed the relationship of a vast client base which even included 3 state governments. Alex's client retention exceeded 90%.

acaruso@globalcommercialprop.com

408-464-8388

After obtaining his Real Estate license, Alex joined Ralph Longo at the professionally run company, Global Commercial Properties.

Alex's primary focus is helping his clients achieve their real estate goals through deal creativity, process education, and market knowledge.

Alex was born and raised in California and currently lives in San Jose.

A list of references can be provided upon request.

Thank you in advance for the opportunity to earn your business.

Bay Area Overview

The San Francisco Bay Area consists of nine counties with a total population of 7.34 million representing almost 20% of California's total population. Of the nine counties, Santa Clara County is the most populous with approximately 1.86 million people. The San Francisco Bay Area has the unique distinction of being the most innovative place in America. The Bay Area is one of the most inventive, competitive economies in the world based on a productive and educated workforce, deep venture capital pool, concentration of research organizations, culture of innovation and receptivity to new ideas. Some of the highlights of the Bay Area include:

- Over 7.2 million residents and the highest percentage of graduate and professional degrees in the nation.
- Home to 29 Fortune 500 companies and 32 of Inc. 500's fastest growing private companies.
- A superb quality of life with a Mediterranean climate, world-famous wine country, world-class cultural resources, and the stunning natural beauty of the Pacific Ocean and the Sierra Nevada Mountains.
- Highest concentration of venture capital firms in the world which have invested an average of \$10 billion annually in 1,100 local area firms.
- Proximity to outstanding education and research institutions at Stanford University, University of California Berkeley, University of California at San Francisco, University of California at Davis, Santa Clara University and San Jose State University.

KNOWLEDGE-BASED ECONOMY

With its longstanding reputation for cutting-edge innovation, the Bay Area has always required one of the most specialized and educated workforces in the country. The Bay Area has the highest share of population with a bachelor's degree and the largest number of top 10 graduate programs. For the more specialized industries, academic excellence ensures an ongoing supply of highly-educated researchers. In fact, one in four of California's biotech firms were founded by University of California scientists.



Preparing to Invest



The biggest risk of all is not taking one

– Mellody Hobson



CONSULT

Gain an understanding of market trends. Provide specific market overview and detailed information on existing and nearby competitive properties.



DEFINE

Develop a firm understanding of the current situation, challenges and needs to establish a property sale or acquisition that best meets your future requirement.



IDENTIFY

Whether you are buying, selling, or leasing our access to an extensive database of properties, brokers and landlords, puts all of the most current property knowledge within reach.



NEGOTIATE

We are excellent negotiators/closers and strive to obtain the best terms on behalf of our clients. We provide detailed comparative analysis and continued guidance throughout and beyond the transaction.

Positioning & Marketing



Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they'd like to go

– Mellody Hobson

BUYERS

OM mailed direct to list of targeted Silicon Valley property owners interested in similar properties.

NATIONAL BROKERAGE

OM Emailed direct to 90,000 Commercial Brokers Nationwide.

CALIFORNIA BROKERAGE

OM emailed direct to 12,200 Commercial Brokers located throughout California

LOCAL BROKERAGE

OM emailed direct to the entire brokerage community of Silicon Valley & surrounding areas.

Marketing

Our marketing packages are produced with high quality materials and include professional photography and drone footage of the property when appropriate.



COSTAR

Listing/marketing platform subscribed to by all active Brokerage firms. Comprehensive tools for data research and analytics.



LOOPNET

Listing/marketing platform used by Users and Brokers. The most heavily trafficked commercial real estate marketplace.



EMAIL CAMPAIGN

Our email campaigns are sent to brokerage on a bi-weekly basis. .



SOCIAL MEDIA

Property showcased across all major social media platforms through targeted advertisement.

Tracking & Reporting

RESULTS-DRIVEN REPORTING

An essential step in effectively marketing any property is diligent and rigorous tracking of every relevant activity. Our team logs all activity by:

- Date/Time
- Communication Type (phone, email, tour, etc.)
- Contact and company
- Status
- Other important information

Activity Report						GLOBAL COMMERCIAL	
Date/Time	Event Type	Rep	Company	Status	Notes		
3/23/2018	Called	BS	All Wealth Mgmt	Prospecting Call	Was told John is the RE contact. Left him a message.		
3/23/2018	Called	BS	AG	Prospecting Call	LM for K, HQ in IL.		
3/23/2018	Called	BS	Langanz	Prospecting Call	D says they are taking another space.		
3/22/2018	Called	BS	Broker	Prospecting Call	Lucy, recep/admin-considering options but renewed for 9 yrs.		
3/22/2018	Email	RL	Colliers	Follow Up	Resent OM		
3/22/2018	Email	RL	CBRE	Follow Up	Resent OM		
3/22/2018	call	RL	Comish	Follow Up	Resent OM		
3/22/2018	Email	RL	Comish	Follow Up	Resent OM		
3/22/2018	call	RL	Colliers	Prospecting Call	discuss market and DTSI		
3/22/2018	call	RL	Xact	Follow Up	update 3 Floors and marketing data		
3/22/2018	Email	RL	Cushman	Follow Up	Resent OM		
3/22/2018	call	RL	Berkshire	Pending	Arranging Tour		
3/22/2018	Email	RL	JLL	Resent OM	Tour / Offer		
3/22/2018	call	RL	Comish	Follow Up	Resent OM		
3/22/2018	Email	RL	Comish	Resent OM	Resent OM		
3/22/2018	Email	RL	CBRE	Resent OM	Resent OM		
3/22/2018	call	RL	CBRE	Follow Up	Resent OM		
3/22/2018	Email	RL	Colliers	Resent OM	Resent OM		
3/22/2018	call	RL	Savilles	Pending	Tenant Update		
3/22/2018	Called	BS	Cisco	Prospecting Call	Loopnet Inquiry: Spoke on the phone and he said no interest		
3/22/2018	Call	BS	Gensler	Left Message	LM and emailed Kevin.		
3/22/2018	Email	BS	Gensler	Email	Resent OM		
3/21/2018	Called.	BS	Dice (Holdings)	Left Message	LM for JD		
3/21/2018	Called	BS	Deloitte	Left Message	Recep give flyer to local manager. Transferred & left message.		
3/21/2018	Called	BS	Anatomagz	Left Message	In 1.5 Floors. Left message for T		
3/21/2018	Called	BS	Ernst & Young	Left Message	In 4 floors at 303 Almaden. Found Matt in Atlanta. Phone system		

Civic Center Responders						
Created: Aug 16, 2021						
39 Contacts						
All Contacts						
Modify Columns						
Filter by Name or Email						
Name or Email						
Email Address						
First Name						
Last Name						
Company Name						
Status						
Source						
Date Added						
34.2% Open Rate						
23% Average Open Rate						
21% Industry Average						
195 Items						
Open						
Unique Opens						
Filter by email address or name						
Email Address						
First Name						
Last Name						
Date/Time						
dlon.camp@colliers.com						
Dion						
Campus						
Tue, Jan 4, 2022 at 9:10 PM PST						
colleen.davis@postraggonproaches.us						
Colleen						
Davis						
Tue, Jan 4, 2022 at 12:03 PM PST						
mammett@comcast.net						
Mammett						
Adkins						
Fri, Dec 31, 2021 at 9:49 PM PST						
kris@kris@gmail.com						
Krisone & Metri						
Fri, Dec 31, 2021 at 1:41 PM PST						
jake@gene-electric.com						
Jake						
Kim						
Thu, Dec 30, 2021 at 9:00 PM PST						
paul@edaports.com						
Paul						
Shaner						
Thu, Dec 30, 2021 at 4:11 AM PST						
kelly@edaportsconnections.com						
Kelly						
Shawhan						
Wed, Dec 29, 2021 at 12:09 AM PST						
gene.calf@edaports.com						
Gene						
Mello						
Tue, Dec 28, 2021 at 2:47 PM PST						

We also record the issuance of all confidentiality agreements and distributed material. This not only ensures that distribution of information is protected and controlled, but also allows us to follow-up with all leads in a timely manner.

Additionally, our email campaign platform produces a detailed summary of engagement which we may also use to follow-up on leads.

Our Short List - Who We Transact With

We Love Our Clients & Our Clients Love Us

Global Commercial is my go-to for all my business real estate transactions. They are professional, courteous and are genuinely interested in providing me with the best possible options.

~CEO, Chris Cabrera, Xactly

Global Commercial recently represented our law firm in leasing commercial space. During that time they worked diligently to find a space that worked for our firm, and kept in great communication with us throughout the process. In the end, we felt very comfortable signing our lease because we were comfortable with the process.

~Partner, Anthony Ventura
Ventura, Hersey & Muller LLP

Throughout our many years of working together, we have bought and sold several properties within our family portfolio. Global Commercial has continued to surpass our expectations and earn our trust. Ralph has a unique way of thinking, addressing obstacles and creating solutions.

~CEO, Sal Rubino, Valley View Packing

Ben's expertise and professional guidance made the process simple and streamlined from start to finish. His approach, constant communication, and attention to detail ensured we were well-represented and saved us much time and effort. Ben thoroughly understood our needs from the beginning and delivered a space that is a perfect fit. He identified the right space, and negotiated a great deal that landed under budget.

~Operations Manager, Robert Bachmann Benjamin Franklin Plumbing



Sample Transactions



LEASED
60,000 SF Office Class A
High-rise Tenant Representation



LEASED
10,571 SF Office Bldg,
Los Gatos.



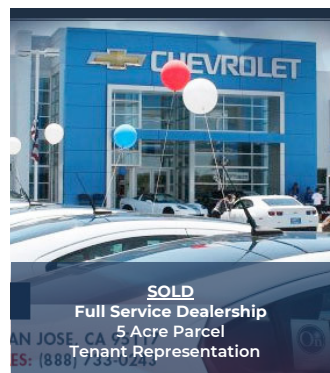
LEASED
37,266 SF Flex/D&D
Tenant Representation



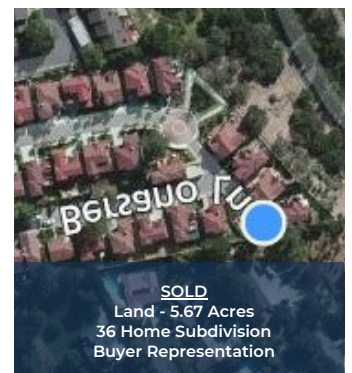
LEASED
13,633 SF Retail/Office Bldg.,
Landlord Representation.



LEASED
2,700 - 12,000 SF R&D
Landlord & Tenant Representation

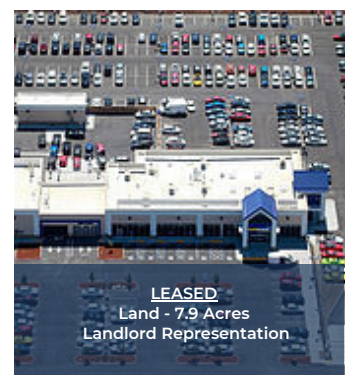
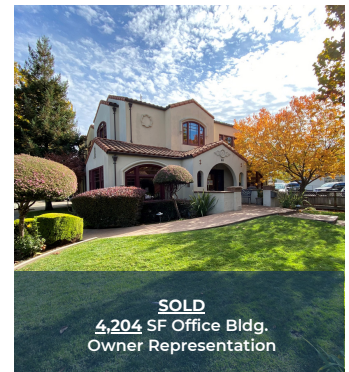
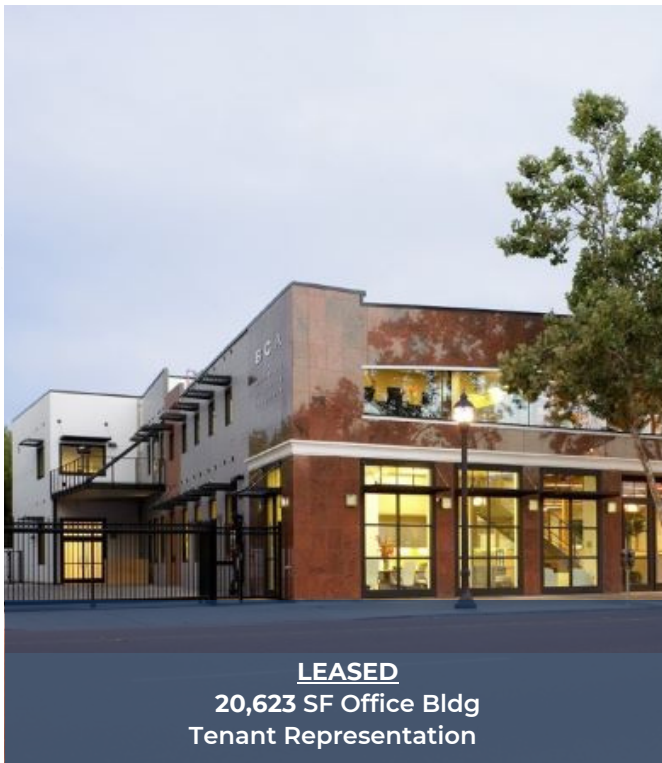


SOLD
Full Service Dealership
5 Acre Parcel
Tenant Representation



SOLD
Land - 5.67 Acres
36 Home Subdivision
Buyer Representation

Sample Transactions



Our Press

SILICON VALLEY / SAN JOSE **Business JOURNAL**

Ralph Longo of GCP Closes 2nd Largest Deal in Downtown San Jose

San Jose hopes incentives solve high downtown vacancy

BY MARY ANN AZEVEDO

A new challenge in wooing leasees to San Jose came with the California Supreme Court's December ruling that redevelopment agencies could be abolished.

Some of the larger downtown tenants like Adobe Systems Inc. received redevelopment money as an incentive to move into the city's core. But that was when RDA dollars were available, Studley Inc. Senior Vice President George Fox points out.

With no RDA, city officials now have to find new ways to make the downtown attractive to companies.

One of those is subsidizing parking for 50 percent of the cost, an incentive that has been in place since January 2010.

"We realize that's a hiccup for some business and companies," said Kim Walesh, director of economic development for the city. "So we want to help offset some of those costs because we know they don't deal with that in other parts of the valley."

The city also is relaxing a requirement that was put in place during the boom years — space leased on the ground floor had to be for retail use. That is no longer a requirement.

"We have a lot of other users interested in leasing that space, including banks and financial institutions," said Lee Wilcox, downtown coordinator for the city of San Jose. "We would welcome those uses throughout downtown."

The measure is already proving fruitful. Thanks to the change, advertising technology provider BlackArrow Inc. recently converted about 10,000 square feet of former restaurant space at 65 N. San Pedro St. into a new office, said Mark Ritchie, president of Ritchie Commercial Inc. The location that was formally home to Tied House Cafe & Brewery.

Officials also have been instructed by the City Council to look at incentives for the development of high-rise buildings, Walesh said.

"Our first goal is to fill remaining vacant office space, and then see more new office and high-rise residential built," she added.

While the size of leases signed in downtown San Jose in 2011 were on the small side, officials point to some successes:

2011's largest leases

Tech companies made up the majority of big downtown leases.

Location	Square feet	Quarter signed	Tenant	Landlord
150 Almaden Blvd., #1400 & 1500	28,824	Q3	Intacct Inc.	Cityview
225 W. Santa Clara St., #1200	28,748	Q3	Xactly Inc.	Equity Office
355 W. San Fernando St.	27,708	Q2	International Technological	Park Center Sumpreme
160 W. Santa Clara St., #1600	14,714	Q1	Jams Endispute	RREEF
160 W. Santa Clara St., #1400	14,592	Q3	ThreatMetrix	RREEF

SOURCE: JIM BEGER, COLLIER'S INTERNATIONAL



VICKI THOMPSON

- Software/technology companies made up 46 percent of the top 10 leases signed in downtown San Jose in 2011, according to Colliers International Research.

- Companies such as software maker Xactly Corp. and PricewaterhouseCoopers LLP recently opted to stay in downtown when needing to relocate for expansion purposes.

- CityView Plaza's occupancy rate has climbed from 65% to 89% in less than 30 months.

- Startup NeuroSky recently signed a five-year extension. The 35-person biosensor company was founded in Cupertino and has several employees — including engineers — who commute from San Francisco via Caltrain.

"Our employees love this location due to the ease of commute, great surrounding environments with lots of restaurants, shops and multiple museums with cultural experiences," said Stanley Yang, president of Neurosky.

Ritchie said it's unusual to find companies who leave downtown once locating here.

"Every tenant here is very happy with it," he said. "There's a very strong record of satisfied customers."

Indeed, Garrett Herbert, Deloitte LLP managing partner for Silicon Valley, said the firm has been in downtown San Jose for 30 years. The location is convenient for clients and the 850 employees who work in the San Jose office at 225 W. Santa Clara St.

"Employees love being able to walk to restaurants and for coffee," he said. "Plus San Jose provides a central meeting point for clients from all over the Bay Area."

For Walesh, the main economic development objective downtown is to drive down the office vacancy rate with a particular emphasis on tech companies because so many are getting squeezed out of other markets.

"Driving down the office vacancy rate will stimulate retail, aid residential demand and ultimately lead to the development of new properties," she said.

Our Press



sanjose.bizjournals.com

JANUARY 14, 2011



AUTO DEALS: Ralph Longo, a broker with TerraCommercial, is negotiating with two possible tenants for the former Hartzheim Dodge dealership on Capitol.

DEALERS: Two more auto sellers may relocate to Capitol

CONTINUED FROM PAGE 1

He owns his dealership at 15500 Los Gatos Blvd., which sits on 3.5 acres. It is one of only two left in Los Gatos. The town already has four other vacant dealership lots along Los Gatos Boulevard.

Even with little reason to draw car buyers into the town, Moore said he averages 40 vehicle sales a month, and in December he sold 65.

"At some point, it could be a good move," he said of Capitol Expressway. "We are weighing our options, including staying put."

If he moves, Moore could have some new neighbors.

Ralph Longo, broker with TerraCommercial Inc. of San Jose, is negotiating with two possible buyers or lessees for the former Hartzheim Dodge dealership, a 5-acre, 27,000-square-foot site with 35 service bays on the western end of the auto mall. It has been empty since June 2009.

Longo said they are local dealerships selling new and used cars that are interested in relocating or expanding into Capitol Expressway auto row. He said asking lease rates along the mall are about \$45,000 a month for dealers selling domestic vehicles. Foreign car dealers, especially those selling German vehicles, can fetch even larger rents, he said.

"Pricing is the factor," Longo said of the renewed interest in Capitol Expressway Auto Mall, which has about 550,000 square feet of dealership space spread across 70 acres.

John Kovaleski, senior vice president with Colliers International, who is working with Moore on the Saturn site, said leasing activity, led by the Del Grande dealership group, is buoying the auto mall, which had four vacancies in early 2010.

"It's rebounding nicely," Kovaleski said. "You've got existing buildings approved and

zoned for this purpose. There are limited barriers to entry. City officials want it to remain a vibrant center of auto sales. Market rates are a lot more attractive than they were two years ago."

Shaun Del Grande, president of the Del Grande Dealership Group, sprung to action last year, continuing his domination of dealerships on Capitol Expressway.

In recent months, he opened the new Capitol Chevrolet dealership on the site of the former Carl Chevrolet and moved his Capitol Mazda dealership across the street to a larger site. In early February, he plans to open a new Kia dealership.

Capitol Kia will be his ninth Silicon Valley dealership. He sells more than 6,000 vehicles annually. Del Grande said 2010 sales increased 38 percent over 2009. His December sales totaled 912.

"It's still a challenging market, but we had some good opportunities come our way," Del Grande said of his expansion. "Land prices aren't cheap, but they have become more reasonable."

David Taxin, partner at Meacham Oppenheimer Inc., a San Jose commercial brokerage, engineered Del Grande's transactions. He said lease rates along Capitol Expressway today are as low as \$25,000 a month, down from a high of \$60,000 in 2007. He said leases are typically 20 to 25 years in duration, with options to extend.

"It's a very attractive time for dealerships to lease on Capitol Expressway," he said.

DAVID GOLL can be reached at 408.293.1853 or dgoll@bizjournals.com.



Shaun Del Grande



John Kovaleski



David Taxin

GLOBAL COMMERCIAL

PROUDLY CELEBRATING

10
YEARS

Providing
"Exceptional Commercial Brokerage"

I started Global Commercial in 2011, to offer a higher level of personal service and a smoother process in Commercial Brokerage. Our goal, is to take stellar care of our clients, and have a great time doing it.

We call it "Keeping It Real Estate"

We are grateful to our clients who entrusts us to maximize their commercial Real Estate goals. Our ongoing growth & success thrives with the loyal support of our existing and future clients. We would love the opportunity to earn your business.

Sincerely,

Ralph Longo

Sales | Leasing | Investments | Management

GLOBAL COMMERCIAL

Ralph Longo - Principal

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Meet Our Team



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ALEX CARUSO
Director

Director
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DRE #02136271



Terms of Engagement

Global Commercials' objective in marketing our Clients Portfolio for sale or for lease is to deliver the greatest controlled, systematic exposure to qualified prospects, so that Ownership receives the highest possible price from the most credible buyer/tenant. To provide this comprehensive marketing, we propose to undertake the marketing of the Property under a six-month Exclusive Listing Agreement. Global Commercial will be responsible for all reasonable and customary marketing costs and materials incurred in the marketing process

The most critical factor to successfully complete the sale or leasing of the property at the highest possible price, is the full focus and commitment of the marketing team to the assignment. Through this proposal, we pledge this focus and commitment to the property.

We look forward to your review of this proposal and to the opportunity to discuss our observations and strategies.



PONDER THIS

”

In investing, what is
comfortable is rarely
profitable."

– ROBERT ARNOTT