

Central Place Real Estate



ZACHE MASTER-PLANNED A 5-ACRE BROWNFIELD SITE, WHERE HE DEVELOPED THE 660 JOHN NOLEN OFFICES (SEEN HERE). HE THEN SOLD THE REMAINING SITE TO A HOTELIER AND COORDINATED THE HOTEL'S ARCHITECTURE WITH THE CITY SO THAT THE TWO STRUCTURES COMPLEMENT ONE ANOTHER.

A wide range of real estate projects in the Madison area were moved ahead because of the experience and expertise of Rob Zache, president of Central Place Real Estate.

This “mover and shaker” of Madison was born and raised on the city’s east side. He competed in gymnastics at the University of Wisconsin-Madison, and graduated in 1979 with a degree in construction administration and real estate. He and his wife Terese were married that same year. Two daughters, Melissa and Kristin, have given the Zaches five grandchildren.

After college, Rob joined a Madison-based restaurant and hotel-development firm. He served 16 years as vice president and worked on dozens of hotels and restaurants in six states across the Midwest. During this time, Zache earned his Certified Commercial Investment Member (CCIM) and Certified Hotel Administrator (CHA) designations.

Zache founded Central Place Real Estate in 1995 to develop, own, and operate his own properties and to provide real

estate services to the retail, hotel, and restaurant industries. Central Place has been repeatedly selected to do the leasing for major retail mixed-use projects in and around Madison, including Greenway Station, Hilldale, Prairie Lakes, and Arbor Gate. Over the years, Central Place personnel have provided strategic and tactical expertise for over \$1 billion in commercial real estate developments and brokerage projects.

Zache personally developed the project that includes Outback Steakhouse, Anchor Bank, and Kesslers Diamonds on Madison’s west side. Other notables on his list of accomplishments include Spring Creek Apartments, the Nolen Center and 660 John Nolen office buildings, along with various investment and land deals.

No wonder Zache was chosen to be one of 100 top American experts who contributed to Donald Trump’s 2006 book, “The Best Real Estate Advice I Ever Received.”

As markets and opportunities ebb and flow, Zache and Central Place have

evolved to be in the right place at the right time. Today, Central Place serves primarily as a commercial brokerage, development management, and consulting firm, as Zache works with more select projects and clients. He continues to get involved in development projects when they, as he says, “make sense.”

The influence of Rob Zache on the Madison landscape includes his community work. He served on the board and as Chairman of the Greater Madison Convention and Visitors Bureau where he was a key part of the team that facilitated the development of the Frank Lloyd Wright-inspired Monona Terrace Convention Center. ■



ROB ZACHE'S WORK INCLUDES HOTEL, RETAIL, RESTAURANT, AND OFFICE PROJECTS THROUGHOUT THE MIDWEST.



KESSLERS DIAMONDS, ON MADISON'S WEST BELTLINE HIGHWAY.