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By Mark Mueller

ORANGE COUNTY BUSINESS JOURNAL STAFF

Thinking Strategic

Barry Gross, president of Irvine-based Developers Research LLC, a land consulting firm that provides analysis on development projects, is starting a venture for owners of distressed land.

The company, Strategic Land Advisors, is intended to help banks, investors, landowners and developers evaluate, develop or sell large land holdings.

Gross' partner and the company's managing partner is Paul Grover, who spent the past 12 years with Irvine land broker O'Donnell Atkins Co.

Gross is staying on at Developers Research, whose Irvine office also is the headquarters for Strategic Land Advisors. That Michelson Drive office also holds the headquarters for a new land development company, Foremost Communities Inc., as well as an upstart homebuilder, Real Estate Dimensions Inc.