What part of town doesn’t have Jim Morgan’s fingerprint?

He brokered the sale of the former Florida Institute of Technology’s campus, which was turned into Indian Riverside Park and an assisted living facility. He developed The Estates of Stuart, which in 2005 was one of the largest real estate deals in Martin County history. He built Willoughby Crossroads and Willoughby Crescent commercial and residential complexes off Indian Street.

He also brokered the lease of the former Wal-Mart store in the Wedgewood Commons Plaza, where a new spa and gym recently opened.

But most of what Morgan, a broker and co-owner of Treasure Coast Commercial Real Estate, accomplishes is away from the public eye.

“No one knows what we’re doing, most of the time. We do it very confidentially,” he says. “Having been in this business all my life, I’ve represented lots of national clients and individuals. We build trust and confidence, just like your attorney or banker.”

With 40 years in real estate, Morgan’s specialty is matching commercial land investors and large corporations with the perfect piece of property—all while keeping the deal quiet until the negotiations and purchase is complete.

However, Morgan made the front pages of the local papers in 2005 when he presented a major redevelopment plan for downtown Stuart, which included moving city hall from its waterfront location, building a train station near the railroad tracks, expanding the middle school and constructing affordable housing downtown.

Those ideas sparked a debate about the future of Stuart that continues today.

“I love the beauty of Stuart. It’s what I consider controlled growth,” says Morgan, 60. “I believe there should be rules and regulations adhered to. We need to preserve open area. You cannot stop growth. Embrace it, but embrace it cautiously.”

He fell in love with the area when he moved to Florida about 18 years ago from the Fort Worth area, where he received a degree in finance with a concentration in real estate from Texas Christian University. He earned his real estate license at age 20 and his broker’s license a year later.

He first moved to Palm Beach County, but quickly found small-town charm in Stuart, where he met his wife, Martha. The two live in Willoughby Crescent, one of Morgan’s development projects, and enjoy snow-skiing, tennis and golf. He also enjoys collecting Native American and Western artifacts and memorabilia.

As he watched the area grow, Morgan also became more involved with the community. Once named the Realtor of the Year by the Martin County Board of Realtors, he has also volunteered his time for the Humane Society of the Treasure Coast, the American Red Cross and the American Cancer Society.

“It’s my way of giving back to the community,” he says. “It is our belief, for the next short future, that Martin County, and this three-county area, is as stable a growth area as anywhere in the U.S.”

That is, if Morgan continues to have anything to do with it.