



William Friend

July 9, 1988 - July 3, 2022

WRIGHTSVILLE BEACH - William Friend, a British emigré who lived a life worthy of a Horatio Alger novel, becoming one of the youngest leaders in commercial real estate media, has died. He was 33.

The native Londoner moved to the U.S. at 15, against the wishes of his parents. “I just fell in love with America — I could feel the American Dream,” Friend recalled on a podcast with real estate investor Chris Powers in 2019.

He dabbled in entrepreneurial ventures through high school and college, including as a club promoter and as a seller of fake IDs.

Friend was the CEO of Bisnow Media for the last seven years, overseeing its growth to include 650 annual digital and live events in 50 international territories, 11 million news readers and more than 250 employees across the U.S., Canada, the UK and Ireland. During his tenure, Friend transformed the company from a local events business into a multichannel data, events, news and intelligence platform for the multitrillion-dollar commercial real estate market.

William Alexander Goodwin Friend was born in London, England, on July 9, 1988, to Tony and Antoinette Friend. He attended Garden House School before enrolling at the prestigious Harrow School, an all-boys boarding school that counts Winston Churchill among its famous alumni. Friend was prone to quoting Churchill around the office, and named a conference room in Bisnow’s New York City Financial District headquarters after him.

Friend’s thirst for new experiences led him to pursue a life of adventure outside the office. He loved flying planes and secured his pilot’s license. He was passionate about bikes and motorcycles, especially his Yamaha YZF-R6, and was prone to go on scuba diving trips in Mauritius with his brothers, John and Tom. He competed in two Ironman races, one half-Ironman and ran a marathon.

He was most passionate about his family, especially his wife. He married Bevin Prince, an actress on One Tree Hill and a SoulCycle instructor, in 2016, and the two moved to Wrightsville Beach, North Carolina, when the pandemic hit to be closer to her family. The two launched a local fitness business together in their new town, although Friend was traveling to different Bisnow offices and events as often as he could.

Friend had such a vivid personality and was so full of life and can-do energy – he will be missed immensely.

Aquamation services are being handled by Tranquility Cremation by Aquamation.

Tribute Wall

AC

“ Dear Bevin,
Even if I didn't know your husband, I would like to extend my heartfelt condolences to you, to Will's family and friends. You were both lucky to have met and to have created a business together. He is now a spiritual presence protecting and loving you. Will accomplished so much in such a short amount of time. Please know the community cares and will be supportive as you embark on a new path. 💜
Lots of love from Oregon,
Anne



Anne C. - July 08 at 12:45 AM

CA

Dear Bevin, may Will's tremendous love for you lift you up. His presence will always be felt by the amazing amount of peoples lives he touched. Your one tree hill family sends you so much love and light in this trying and sad time. Xo and love from Wisconsin

Carrie

Carrie - July 09 at 09:57 PM