

Lipsey's 2018 Top 25

Commercial Real Estate

Brand Survey

Presented by

THE LIPSEY COMPANY

International Leader in Training & Consulting for
The Commercial Real Estate Industry

Lipsey's 2018 Top 25 Commercial Real Estate Brand Survey

This year marks the 17th year conducting our survey of the Top 25 Brands in Commercial Real Estate.

As in years past, when establishing the rankings, we use a combination of 3 data points: **1) The annual Lipsey ballot, 2.) Phone interviews, and 3.) Focus groups.** The balloting is quantitative and the phone interviews and focus groups are subjective. The impressions we receive from the interviews are important, and contribute to the final ranking.

When conducting the interviews, we are looking for: **1.) Innovation, 2.) Responsiveness, 3.) Quality of service, and 4.) Level of proficiency of the firm's professionals.**

In previous years we have included the **Top 25 Brands** and a **Shout List for Regional or Unique Organizations** that are deserving of recognitions.

In 1990, I had finished a morning training program for Cushman & Wakefield when Franklin Speyer invited me to his office to discuss innovation in Commercial Real Estate. The focus of the conversation was on the importance of teams and the correct balance of skills. The goal was improving client service while increasing revenue year over year. The light went on! Since that meeting, we have been working with teams and particularly our Alpha Teams who have created a machine-like performance. This year in addition to our **Top 25 Brands** and **Shout Out List**, we're recognizing **Leaders of Teams or Groups** who have provided extraordinary client service while achieving financial success. I've have the pleasure of working with most of these leaders. Please note this is only a partial list. I'm already thinking about 2019 where we will identify the young leaders of teams and groups that need to be recognized.

I'm in my 45th year in Commercial Real Estate. I've had the personal satisfaction of working with Industry Leaders and oh by the way, some real characters! Five of those who are on the List of Recognition, I identified as first round draft choices. They joined our firm when I was in New Orleans in the late 70's and early 80's. Charles Barton - Managing Director JLL, Carol Trapani - Senior Vice President CBRE, Daniel Baker - First Vice President CBRE, Matthew Lawton - Executive Managing Director HFF, Robert LaChapelle - Vice Chairman CBRE. Coincidentally four were recent graduates of Tulane University starting their careers at 21. To look at their outstanding careers gives me a great sense of pride.

The theme at The Lipsey Company for years has been Speed with Quality. How can we serve you faster, while improving the quality of service year over year?

Mike Lipsey

Mike Lipsey

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01

CBRE

CBRE Group, Inc. is the world's largest commercial real estate services and investment firm, with 2016 revenues of \$13.1 billion and more than 75,000 employees (excluding affiliate offices). CBRE has been included in the Fortune 500 since 2008, ranking #214 in 2017. CBRE offers a broad range of integrated services, including facilities, transaction and project management; property management; investment management; appraisal and valuation; property leasing; strategic consulting; property sales; mortgage services and development services.

02

 **CUSHMAN & WAKEFIELD**

Cushman & Wakefield is a leading global real estate services firm with 45,000 employees in more than 70 countries helping occupiers and investors optimize the value of their real estate. Cushman & Wakefield is among the largest commercial real estate services firms with revenue of \$6 billion across core services of agency leasing, asset services, capital markets, facility services (C&W Services), global occupier services, investment & asset management (DTZ Investors), project & development services, tenant representation, and valuation & advisory.

02

 **JLL**

JLL is a Fortune 500 financial and professional services firm specializing in commercial real estate services and investment management. JLL creates value for companies and institutions that invest in and use real estate. JLL has over 70,000 people 80 countries, tackling local, regional and global real estate challenges for corporates and investors of all sizes. They deliver integrated commercial real estate services built on insight and foresight, sound market research and relevant knowledge.

03

 **Colliers**
INTERNATIONAL

Colliers International Group Inc. is an industry leading global real estate services company with more than 15,000 skilled professionals operating in 68 countries. With an enterprising culture and significant employee ownership, Colliers professionals provide a full range of services to real estate occupiers, owners and investors worldwide. Services include strategic advice and execution for property sales, leasing and finance; global corporate solutions; property, facility and project management; workplace solutions; appraisal, valuation and tax consulting; customized research; and thought leadership consulting.

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NAI Global is the single largest, most powerful global network of owner-operated commercial real estate brokerage firms. They provide a full spectrum of services available to regional, national and international clients via their global network of independent commercial real estate brokerage companies. NAI Global has more than 400 offices strategically located throughout North America, Latin America and the Caribbean, Europe, Africa and Asia Pacific, with over 7,000 local market professionals, managing in excess of 425 million square feet of property. Annually, NAI Global completes in excess of \$20 billion in commercial real estate transactions throughout the world.

05



Newmark Grubb Knight Frank (NGKF) is one of the world's leading commercial real estate advisory firms. NKF has more than 4,600 employees in over 120 offices across the U.S. Together with London-based partner Knight Frank and independently-owned offices, NKF's 15,000 professionals operate from more than 400 offices in established and emerging property markets on six continents.

06



SVN International Corp. (SVNIC), a full-service commercial real estate franchisor of the SVN® brand, is comprised of over 1,600 commercial real estate Advisors and staff. With nearly 200 locations serving 500 markets in 4 countries, SVN provide sales, leasing, and property management services to more than 5,500 clients worldwide. SVN Advisors also represent clients in auction services, corporate real estate, distressed properties, golf & resort, hospitality, industrial, investment services, land, medical, multifamily, office, retail, self-storage and single tenant investments.

07



Avison Young is the world's fastest-growing commercial real estate services firm. Headquartered in Toronto, Canada, Avison Young is a collaborative, global firm owned and operated by its principals. Founded in 1978, the company comprises 2,600 real estate professionals in 82 offices, providing value-added, client-centric investment sales, leasing, advisory, management, financing and mortgage placement services to owners and occupiers of office, retail, industrial, multi-family and hospitality properties.

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A subsidiary of Realogy Corporation, the world's leading real estate franchisor, the Coldwell Banker Commercial® organization is a worldwide leader in the commercial real estate industry. The Coldwell Banker Commercial organization comprises almost 200 companies and more than 3,000 professionals throughout the U.S., as well as internationally.

09



Lee & Associates is a full-service commercial real estate firm that combines superior tools, market resources and local expertise to meet the specialized needs of its clients through a network of regional offices across North America. The structure of the company emphasizes the creation of a service platform that reflects the unique nature of each market it serves.

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Transwestern is a privately held real estate firm specializing in agency leasing, property and facilities management, tenant advisory, capital markets, research and sustainability. Based in Houston, Transwestern has 34 U.S. offices and assists clients through more than 180 offices in 37 countries as part of a strategic alliance with BNP Paribas Real Estate.

10



As the pioneer of the real estate investment banking industry, Eastdil Secured has participated in every real estate cycle since 1967, attaining over 50 years of real estate investment banking knowledge and experience. By maintaining an effective platform that combines conventional real estate brokerage with the corporate finance and capital markets expertise of an investment bank, Eastdil Secured creates value for clients through unparalleled advisory services, individually-tailored structures, and marketing/-placement programs that set the industry standard.

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Established in 1989, CORFAC International is a network of independently-owned, entrepreneurial commercial real estate brokerage firms. . CORFAC currently has offices in 46 U.S. markets, 4 Canadian markets and 27 international markets, including Australia, Colombia, France, Germany, Ireland, Israel, Italy, Mexico, Romania, Russia, South Africa, South Korea, Switzerland and the United Kingdom.

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KW Commercial, the commercial real estate arm of Keller Williams Realty, is the world's largest real estate franchise by agent count, with approximately 790 offices and more than 150,000 associates around the world.

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As one of the largest and most successful commercial real estate capital intermediaries in the country, HFF incorporates capital markets knowledge with local real estate expertise to successfully complete any type of real estate transaction, regardless of size or complexity. With a history of performance spanning more than 30 years, they offer the services of more than 975 experienced industry professionals who operate from offices in major and secondary markets throughout the United States, United Kingdom and Ireland.

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Cresa is an international corporate real estate advisory firm that exclusively represents tenants. With nearly 60 offices in 75 markets worldwide, Cresa offers an array of integrated services, developed and implemented to give clients the full advantage of their advisors' expertise, discipline, and judgment. Cresa is the world's largest pure tenant representation firm.

15



Founded in 1971, Marcus & Millichap is a leading commercial real estate brokerage firm focusing exclusively on investment sales, financing, research, and advisory services, with more than 1,700 investment sales and financing professionals in over 80 offices throughout the United States and Canada. In 2016, the firm closed nearly 9,000 investment transactions for private and institutional investors.

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Voit Real Estate Services is a privately held, broker-owned Southern California-based commercial real estate firm that has been providing strategic property solutions for our clients since 1971. Throughout our 45+ year history, the firm has completed more than \$48.1 billion in brokerage revenues encompassing more than 46,000 deals.

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Savills Studley is the leading commercial real estate services firm specializing in tenant representation and is part of Savills plc, the premier global real estate service provider with over 30,000 professionals and over 700 locations around the world.

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Prologis is the global leader in industrial logistics real estate across the Americas, Europe and Asia. Prologis creates value by developing and managing a world-class portfolio of high-quality logistics and distribution facilities, serving customers and investors as an integral part of the global supply chain. Prologis operates in 19 countries across the Americas, Europe and Asia with over 1,600 colleagues serving 5,200 customers worldwide.

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Trammell Crow Company

Trammell Crow Company, founded in Dallas, Texas in 1948, is one of the nation's oldest and most prolific developers of, and investors in, commercial real estate. Trammell Crow Company's teams are dedicated to building value for its clients with professionals in 16 major cities throughout the United States. The company serves users of and investors in office, industrial, retail, healthcare, multi-family residential, through its operating subsidiary High Street Residential and mixed use projects.

20



Blackstone is one of the world's leading investment firms. Their asset management businesses, with over \$360 billion in assets under management, include investment vehicles focused on private equity, real estate, public debt and equity, non-investment grade credit, real assets and secondary funds, all on a global basis. Blackstone also provides various financial advisory services, including financial and strategic advisory, restructuring and reorganization advisory and fund placement services.

21



CoStar Group, Inc. (NASDAQ: CSGP) is the leading provider of commercial real estate information, analytics and online marketplaces. Founded in 1987, CoStar conducts expansive, ongoing research to produce and maintain the largest and most comprehensive database of commercial real estate information. Our suite of online services enables clients to analyze, interpret and gain unmatched insight on commercial property values, market conditions and current availabilities.

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Kidder Mathews is one of the largest, independent commercial real estate firms on the West Coast, with 700 real estate professionals and staff in 21 offices in Washington, Oregon, California, Nevada, and Arizona. They offer a complete range of brokerage, appraisal, property management, consulting, sustainability, and project and construction management services for all property types.

23



PGIM Real Estate is the real estate investment business of PGIM, Inc., the global investment management businesses of Prudential Financial, Inc. (NYSE: PRU). Redefining the real estate investing landscape since 1970, PGIM Real Estate has professionals in 18 cities in the Americas, Europe and Asia Pacific with deep local knowledge and expertise, and gross assets under management of \$69.0 billion as of September 30, 2017. PGIM Real Estate's tenured team offers to its global client base a broad range of real estate investment vehicles that span the risk-return spectrum across core, core plus, value-add, debt, securities, and specialized investment strategies.

23



RE/MAX Commercial, part of the world's most productive real estate network, is a leader in the commercial and investment arenas. RE/MAX Commercial Practitioners have access to the industry's top training system, corporate support services and a powerful referral network – more than 110,000 Sales Associates. And a presence in over 100 countries and territories.

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Hines is a privately owned global real estate investment, development and management firm, founded in 1957, with a presence in 201 cities in 21 countries and \$100 billion of assets under management—including \$54.5 billion for which Hines provides fiduciary investment management services and \$45.5 billion for which Hines provides third-party property-level services.

25



Mohr Partners, Inc. (MPI) is a global corporate real estate services firm providing tenants and occupiers integrated solutions including portfolio management, and lease administration, business intelligence consulting, research and site selection, location incentives practice, transaction advisors, and project management. MPI has recently performed transactions on behalf of clients in more than 1,400 markets worldwide including every state in the U.S. and 12 other countries through its owned offices across North America and its strategic alliance partners.

Mike's Shout Out List



Berkadia is a leader in the commercial real estate industry, offering a robust suite of services to their multifamily and commercial property clients. Through Berkadia's integrated mortgage banking, investment sales and servicing platform, they deliver comprehensive real estate solutions for the entire life cycle of their clients' assets.



Bentall Kennedy is one of North America's largest real estate investment advisors. They are also Canada's largest property manager, providing comprehensive real estate services to our clients. Bentall Kennedy serves the interests of more than 550 institutional investors across office, retail, industrial, and residential properties throughout North America.



Bradford Companies manages and leases over 20,000,000 square feet of commercial property in Texas, and completes 5,000,000 square feet of lease and sale transactions annually. Since 1989, Bradford Companies has delivered effective leasing and property management programs resulting in over 50,000,000 square feet of successful portfolio disposition strategies for clients.



Farebrother is an established Practice of Real Estate advisers and Chartered Surveyors. Working across Central London and the UK, Farebrother specialise in London Midtown and with joint venture company, Union Street Partners, the South Bank market. Their services include providing Leasing & Development; Investment; Lease Advisory; Occupier Services and Property Asset Management advice across a range of commercial, retail and residential assets or portfolios.



The Garibaldi Group is celebrating its 98 years of experience in the commercial real estate industry, servicing the global needs of both the corporate and investment arenas. The firm has been an active participant in the changing perspective of commercial real estate and has not only survived, but thrived by quickly and effectively responding to the varying needs of companies and their businesses.

Mike's Shout Out List



Since 1983, Irgens has been leading the process of achieving customer, investor, employee and community goals by creatively providing professional, results-oriented real estate solutions. This commitment has led to hundreds of successful healthcare and commercial real estate development projects, totaling more than \$2 billion in value.



Lincoln Harris, together with Lincoln Property Company provides clients with a national platform and unparalleled institutional resources including over 5,000 employees in 52 offices across 26 states. The combined resources of both firms currently manage over 150 million square feet and last year completed over \$2 billion in real estate transactions on behalf of their clientele.



Established in 1928, LJ Hooker has become Australia's best known and most trusted real estate brand. We are a global business working across 8 countries, with a franchise network of over 650 offices strong. LJ Hooker provides a full suite of commercial services with national coverage in Australia and New Zealand including buying, selling and leasing properties for commercial or investment purposes.



Pinnacle Real Estate Advisors, LLC, is a full-service commercial real estate brokerage firm, located in Denver, Colorado. They are focused on delivering innovative real estate solutions that are client-centric and relationship focused. Their expertise encompasses all commercial real estate property types. With sales of \$604 million in 2017, Pinnacle's sales volume has increased an average of 40% per year over the last six years.



The Telos Group, LLC provides leasing, marketing and consulting services in Chicago and consulting services for real estate businesses nationwide. As Chicago's only dedicated owner representation firm, it has been the leader in shaping the evolution of office space for innovative businesses. Telos represents a portfolio of over 23 million square feet encompassing historic to trophy buildings owned by diverse ownership groups, from entrepreneurial investor consortiums to international institutions.

Recognizing Leaders of Teams or Groups

Tyler Anderson is a Vice Chairman, joined CBRE in 1983 and is a member of CBRE Institutional Properties and CBRE National Multifamily Partners. [CLICK HERE](#)

Daniel Baker is First Vice President of CBRE in Orlando focused on Investment Properties. [CLICK HERE](#).

Mike Boehler serves as Executive Vice President of the JLL Tenant Representation group. [CLICK HERE](#)

Joe Brennan is Managing Director of JLL in Washington, DC. Joe provides leadership in strategy, tactics and implementation to JLL partners and clients in the complex world of Government real estate. [CLICK HERE](#)

Craig Coppola is the top producing Office Broker in Lee & Associates' 39-year history and Founding Principal of The Coppola-Cheney Group. [CLICK HERE](#)

Sean Cunningham joined CBRE in 1980, and is a Vice Chairman. Mr. Cunningham's tenure with CBRE includes his present position recognized nationally as specializing in multifamily sales. [CLICK HERE](#)

Dan Doherty is an Executive Vice President in the Industrial Division of Colliers International, operating under Doherty Industrial Group. [CLICK HERE](#)

Dorit Makovsky Fischer has been with NAI Shames Makovsky since 2002 and represents buyers, sellers, landlords and tenants in office, retail and industrial properties. [CLICK HERE](#)

Robert E. Griffin, Jr joined Newmark Knight Frank in 2015 as U.S. head of capital markets and president of the New England area. [CLICK HERE](#)

Hayden Hirschfeld is a commercial real estate broker and team member with Dorit Makovsky Fischer focused on mixed use urban infill in central Denver and its urban neighborhoods. [CLICK HERE](#)

Robert LaChapelle is the Vice Chairman and Regional Managing Director for CBRE's Debt & Structured Finance Group in Atlanta, Georgia. [CLICK HERE](#)

Recognizing Leaders of Teams or Groups

Scott Latham is a vice chairman in and co-lead of Colliers International's New York Capital Markets & Investment Services division [CLICK HERE](#)

Matthew Lawton is an Executive Managing Director in HFF's Chicago office with more than 30 years of experience in commercial real estate, including investment advisory and equity placement. [CLICK HERE](#)

David Lazarus is a senior managing director at Eastdil Secured, one of New York City's leading investment sales firms. [CLICK HERE](#)

Darla Longo is Vice Chairman, Managing Director of CBRE's West Coast Institutional Group. [CLICK HERE](#)

Andrew J. Merin, a Vice Chairman of C&W, heads the Investment Sales Group of C&W's East Rutherford, New Jersey office. [CLICK HERE](#)

Michael McDonald is a Managing Director and Partner of Eastdil Secured. He co-founded the Atlanta office of Eastdil Secured. [CLICK HERE](#)

Bill Roohan is Vice Chairman of CBRE in Baltimore. He joined CBRE in 1984 specializing in Multifamily Investment sales. [CLICK HERE](#)

William Shanahan serves as Chairman, NYC Capital Markets Institutional Group CBRE and is primarily focused in the New York Market. [CLICK HERE](#)

Franklin Speyer is a Vice Chairman at Cushman & Wakefield and has been the principal lead for real estate advisory transactions totaling over 20 million sq. ft. of office space. [CLICK HERE](#)

Darcy Stacom, crowned the "Queen of the Skyscrapers" by the Wall Street Journal, is a Chairman and Head of the NYC Capital Markets Group CBRE. [CLICK HERE](#)

Carol Trapani is Senior Vice President of CBRE specializing in the South Orange County and Airport Area markets [CLICK HERE](#)