

# **The Lipsey Company**

**Presents**

## **Commercial Real Estate's 2013 Top Brand Survey**

For the past twelve (12) years,  
The Lipsey Company has conducted a  
survey of the top brands inside of the  
Commercial Real Estate Industry.

## **Letter from Mike Lipsey**

### **Survey Methodology and Industry Observations**

This is the 12th year of conducting our survey of the Top 25 Brands inside of the Commercial Real Estate Industry.

In our first year conducting the survey, we had to plead to get 1,000 votes; this year we had 100,000 votes cast from countries across the globe. We attribute the increased enthusiasm for the survey as a sign of the recovery inside our industry. Brokers, developers, investors, mortgage bankers, property managers and clients participated in the Annual Survey.

For the past 12 years, CBRE has maintained the first position, a remarkable accomplishment when looking at the significant changes inside our industry. For the second time in our survey's history, we had a placement too close to call. Two global organizations, Colliers International and Jones Lang LaSalle, both received significant numbers of votes and strong feedback from our surveys.

The results are a combination of ballots, focus groups and individual surveys conducted with industry leaders. As in the past, anyone with an interest of gaining a better understanding of our approach in greater detail is encouraged to contact me directly, either by email or phone, and I would be delighted to take the time to walk you through our process.

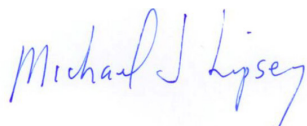
### **As I travel 200+ days a year, from London to Honolulu, I've made several observations and would like to share:**

- And again, the predictor of a successful 2013 is in correlation to the number of high-quality outbound calls you make each day
- Investment Brokers had a fabulous 2012, and are off to a strong 2013.
- We've seen a significant increase of new brokers, of which many have decided to focus on Tenant Rep
- Those who represent Landlords are seeing pricing power in selected markets
- One of the surprises for 2013: those owners who were self-leased have given serious consideration to relying on the brokerage community, and are getting better results at serving their interests by outsourcing the leasing function
- We still must find a way to crack the code for integrating property management with leasing and asset management. Often it feels like these 3 groups are pulling in different directions. One of the quickest ways to eliminate this dysfunction is to have Leasing, Property Management and Engineering office together.
- For 25+ years on the operations side, we've tried to instill a philosophy of hospitality. This is taking longer than I thought – can you imagine if we only had 30-day leases? We would become more attentive and attuned to our tenants' daily needs.
- It thrills us to see talented, eager new professionals joining Commercial Real Estate and participating in all its daily activities. These new hires are what I define as "TTS" – Team-playing Technicians who can Sell.

### **I'm often asked what differentiates one organization from another. I believe it's the following:**

"The creation of teams with diversified skill sets, with a true customer-focused mind-set, using a shared CRM and investing in training and technology to stay at the leading edge."

The theme at The Lipsey Company for years has been Speed with Quality. How can we serve you faster, while improving the quality year over year? As I approach my 40th year in Commercial Real Estate, it's amazing how many characters are in our industry; high energy, optimistic, with a real interest in others -- I can't imagine an industry more fun and rewarding.



Michael J. Lipsey, President  
The Lipsey Company



# Lipsey's 2013 Commercial Real Estate Brand Survey

1



CBRE is the global leader in real estate services. Each year, CBRE completes thousands of successful assignments - with clients from the gamut of industries. CBRE offers a range of services to occupiers, owners, lenders and investors in office, retail, industrial, multi-family and other types of commercial real estate. As of December 31, 2011, it operated approximately 300 offices worldwide, providing commercial real estate services. CBRE operates in five segments: Americas, Europe, Middle East and Africa (EMEA), Asia Pacific, Global Investment Management and Development Services.

2



Jones Lang LaSalle is a financial and professional services firm specializing in real estate services and investment management. JLL's more than 40,000 people in 1,000 locations in 70 countries serve the local, regional and global real estate needs of those clients, growing their company in the process. In response to changing client expectations and market conditions, JLL assembles teams of experts who deliver integrated services built on market insight and foresight, sound research and relevant market knowledge.

2



Colliers International is a leader in global real estate offering comprehensive services to investors, property owners, tenants and developers around the world. A subsidiary of FirstService Corporation (NASDAQ: FSRV; TSX FSV and FSV.PR.U), Colliers professionals in 522 offices worldwide are united by their spirit of enterprise—taking initiative, thinking creatively, collaborating to achieve and use their expertise to innovate. Their 12,300 employees embrace a culture of service excellence.

3



Cushman & Wakefield assists clients in every stage of the real estate process, representing them in buying, selling, financing, leasing, managing and valuing of assets, and providing strategic planning and research, portfolio analysis, site selection and space location, among many other services. C&W has 13,000 employees worldwide, located in 231 offices throughout 58 countries, assessing each client's needs and implementing solutions that fit the client's strategic, operational and financial goals.

4



Newmark Grubb Knight Frank is one of the world's leading commercial real estate advisory firms. They provide a fully integrated platform of services to prominent multinational corporations and institutional investors across the globe, as well as to owners and users of real estate on a local, regional and national level. Headquartered in New York, Newmark Grubb Knight Frank and London-based partner Knight Frank operate from more than 300 offices in established and emerging property markets on five continents. Our global platform enables us to effectively serve the property requirements of tenants, landlords, investors and developers worldwide.

5



Cassidy Turley is a leading commercial real estate services provider with a track record of delivering superior results for clients. Their mission is to provide integrated services – from strategic planning to execution – that are creative, cost-effective and responsive to clients' specific real estate needs, while enhancing their business performance.

# Lipsey's 2013 Commercial Real Estate Brand Survey

6



NAI Global professionals provide a full spectrum of services available to regional, national and international clients via their global network of independent commercial real estate brokerage companies.

7



Founded in 1978, Avison Young is Canada's largest independently-owned commercial real estate services company. Headquartered in Toronto, Ontario, Avison Young is also the largest Canadian-owned, principal-managed commercial real estate brokerage firm in North America. Comprising more than 1,100 real estate professionals in 43 offices across Canada and the U.S.

8



CoStar is commercial real estate's leading provider of information, analytic and marketing services. Founded in 1987, CoStar conducts expansive, ongoing research to produce and maintain the largest and most comprehensive database of commercial real estate information.

9



Cresa is an international corporate real estate advisory firm that exclusively represents tenants. Cresa offers an array of integrated services, developed and implemented to give clients the full advantage of their advisors' expertise, discipline, and judgment.

10



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. A collaborative network of independently owned and operated affiliates.

11



Sperry Van Ness is an organization of affiliates with a national reach which includes primary, secondary and tertiary markets. The Sperry Van Ness operation excels at seamlessly locating investment options on behalf of clients across the country.

12



LoopNet allows users to search listings, research properties, and list availabilities. LoopNet, Inc. is visited more than any other commercial real estate service online, with more site traffic, more members, and more geographic coverage than any other company.

13



As the pioneer of the real estate investment banking industry, Eastdil Secured has participated in every real estate cycle since 1967, attaining over 40 years of real estate investment banking knowledge and experience.

14



DTZ blends a powerful combination of real estate brokerage and consultancy with day-to-day facilities management services in a holistic manner that links the business drivers of the clients they serve.

15



Savills plc is a global real estate services provider listed on the London Stock Exchange. They have an international network of more than 500 offices and associates throughout the Americas, the UK, continental Europe, Asia Pacific, Africa and the Middle East, offering a broad range of specialist advisory, management and transactional services to clients all over the world.



# Lipsey's 2013 Commercial Real Estate Brand Survey

16



Lee & Associates has built an integrated team of professionals that consists of brokers from various disciplines backed by experts from such fields as supply chain and logistics consulting, financial services, and property management.

17



Transwestern is a national, privately-held operating company specializing in commercial real estate services, investment and development. The firm's fully integrated approach delivers value to owners, investors and users of commercial real estate.

18



Established in 1989 as a non-profit association, CORFAC continues to operate differently than peer companies and organizations. Firm participation is by invitation only with market exclusivity expressly granted. Comprised of dominant firms dedicated to providing superior commercial real estate services.

19



Marcus & Millichap, founded in 1971 is a Real Estate Investment service provider. In 2011, Marcus & Millichap closed 5,085 investment transactions for private and institutional investors. Marcus & Millichap has established itself as a leading investment real estate company with more than 1,000 brokers throughout the US.

20



Prudential Commercial Real Estate Services network includes affiliate offices throughout the U.S. and Canada. Prudential affiliate members share and offer important benefits throughout North America.

21



As one of the largest and most successful commercial real estate capital intermediaries in the country, HFF incorporates capital markets knowledge with local and real estate expertise to successfully complete any type of real estate transaction, regardless of size or complexity.

22



TCN Worldwide, a consortium of independent commercial real estate firms, providing complete integrated real estate solutions locally and internationally. Comprised of leading independent brokerage firms, serving more than 200 markets globally and comprised of more than 800 brokers.

23



Studley provides a unique perspective and a total commitment to representing tenants. Their professionals provide the highest quality service and excel at the most complex assignments. This produces superior results for their clients and makes Studley one of the premier firms in our industry.

24



Voit Real Estate Services is a, debt-free and privately owned operator of commercial real estate services throughout the Western United States. In existence since 1971 through multiple market cycles, they have evolved into a full-service real estate company.

25



Century 21 Commercial



KW Commercial



RE/MAX Commercial