

LIPSEY'S 2023 TOP 25

COMMERCIAL REAL ESTATE BRAND SURVEY

Presented by

THE LIPSEY COMPANY
International Leader in Training &
Consulting for the Commercial
Real Estate Industry

01

The logo for CBRE, featuring the letters "CBRE" in a bold, green, sans-serif font.

CBRE Group, Inc. (NYSE: CBRE), a Fortune 500 and S&P 500 company headquartered in Dallas, is the world's largest commercial real estate services and investment firm. The company has more than 100,000 employees serving clients in more than 100 countries. CBRE serves a diverse range of clients with an integrated suite of 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

The logo for JLL, featuring a stylized red and white circular graphic to the left of the letters "JLL" in a bold, black, sans-serif font.

JLL (NYSE: JLL) is a leading professional services firm that specializes in real estate and investment management. Their vision is to reimagine the world of real estate, creating rewarding opportunities and amazing spaces where people can achieve their ambitions. JLL is a Fortune 500 company with annual revenue of \$16.6 billion, operations in over 80 countries and a global workforce of more than 93,000.

03

The logo for Colliers, featuring the word "Colliers" in a white, serif font on a blue rectangular background, with a horizontal bar of red, yellow, and blue stripes below it.

Colliers (NASDAQ, TSX: CIGI) is a leading diversified professional services and investment management company. With operations in 65 countries, our 18,000 enterprising professionals work collaboratively to provide expert real estate and investment advice to clients. For more than 28 years, our experienced leadership with significant inside ownership has delivered compound annual investment returns of approximately 20% for shareholders. With annual revenues of \$4.5 billion and \$98 billion of assets under management, Colliers maximizes the potential of property and real assets to accelerate the success of our clients, our investors, and our people.

04



Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 50,000 employees in over 400 offices and 60 countries. In 2021, the firm had revenue of \$9.4 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services.

05



NAI Global is a leading global commercial real estate brokerage firm. NAI Global offices are leaders in their local markets and work in unison to provide clients with exceptional solutions to their commercial real estate needs. NAI Global has more than 300 offices strategically located throughout North America, Latin America, Europe, Africa and Asia Pacific, with over 5,100 local market professionals, managing in excess of 1.1 billion square feet of property and facilities. Annually, NAI Global completes in excess of \$20 billion in commercial real estate transactions throughout the world.

06



Avison Young creates real economic, social and environmental value as a global real estate advisor, powered by people. As a private company, our clients collaborate with an empowered partner who is invested in their success. Our integrated talent realizes the full potential of real estate by using global intelligence platforms that provide clients with insights and advantage. Together, we can create healthy, productive workplaces for employees, cities that are centers for prosperity for their citizens, and built spaces and places that create a net benefit to the economy, the environment and the community. The real estate professionals at Avison Young provide data, technology and consultative solutions to help clients achieve their unique, rapidly transforming goals.

07



Newmark Group, Inc. (Nasdaq: NMRK), together with its subsidiaries ("Newmark"), is a world leader in commercial real estate, seamlessly powering every phase of the property life cycle. Newmark's services and products include real estate brokerage, leasing, capital markets (including investment sales), global corporate services, industrial and logistics services, landlord representation, multifamily, property management, retail services, tenant representation, valuation and advisory services, real estate management technology systems, workplace and occupancy strategy, consulting, project management, and lease administration.

08



Prologis, Inc. is the global leader in logistics real estate. In partnership with our customers and our communities, we develop modern, high-quality properties that set the standard for innovative building design and sustainability. Prologis owns or has investments in properties and development projects of ~1.2 billion square feet in 19 countries and enables 2.8% of the world's GDP.

09



Lee & Associates, the largest broker-owned firm in North America, has been providing seamless, consistent execution and value-driven market-to-market services for our clients since 1979. Our real estate services are tailored to exceed the needs of our local, national, and international clients by combining the latest technology, resources, and market intelligence with over 40 years of expertise to optimize results.

10



The privately held Transwestern companies have been delivering a higher level of personalized service and innovative real estate solutions since 1978. Through an integrated, customized approach that begins with good ideas, the firm drives value for clients across commercial real estate services, development, investment management, and opportunistic endeavors for high-net-worth investors. Operating from 33 U.S. offices, Transwestern extends its platform capabilities globally through strategic alliance partners whose unique geographic, cultural, and business expertise fuels creative solutions.

11



CBC Since 1906, the Coldwell Banker Commercial brand has been a premier provider of real estate, recognized globally as a company that puts the client first while delivering individual, distinctly different service. With a collaborative network of independently owned and operated affiliates, the Coldwell Banker Commercial organization comprises almost 200 companies and more than 2,000 professionals throughout the U.S. and internationally.

12



Blackstone is the world's largest alternative asset manager. We seek to create positive economic impact and long-term value for our investors, the companies we invest in, and the communities in which we work. We do this by using extraordinary people and flexible capital to help companies solve problems. Our \$975 billion in assets under management include investment vehicles focused on private equity, real estate, public debt and equity, infrastructure, life sciences, growth equity, opportunistic, non-investment grade credit, real assets and secondary funds, all on a global basis.

13



Simon is a global leader in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 company (Simon Property Group, NYSE: SPG). Their properties across North America, Europe, and Asia provide community gathering places for millions of people every day and generate billions in annual sales. In addition to their high-quality properties, Simon is also known for their strong balance sheet, a long-tenured and well-respected senior management team, and their innovative spirit, as reflected in a 50 + year history of successful retail real estate development, management & leasing.

14



Trammell Crow Company (TCC) is a leading global commercial real estate developer. Founded in 1948, TCC has developed or acquired nearly 2,900 buildings valued at \$75 billion and over 655 million square feet. As of September 30, 2022, TCC had \$19.5 billion of projects in process and \$13.5 billion in its pipeline. It employs 700 professionals in 27 major cities throughout the United States and Europe. The company serves users of and investors in office, industrial/logistics, healthcare, life sciences and mixed-use projects, as well as multi-family residential through its operating subsidiary High Street Residential.

15



Marcus & Millichap is a leading firm specializing in commercial real estate sales, financing, research and advisory services. Our firm has the largest team of investment specialists in the industry, dedicated to meeting the diverse needs of private and major/institutional investors throughout the United States and Canada. With more than 80 offices throughout the United States and Canada, Marcus & Millichap has local experts with experience in every major market.

16



Savills is the integrated commercial real estate advisory firm. We bring together people, services, and technology to cut through the complexity of today's markets, helping our clients unlock hidden value and drive results for their business. For over 160 years, we've truly partnered with every client, tailoring strategies to their unique needs across lease and portfolio solutions, project management, advanced technology, and capital strategies. And with over 700 offices around the world, we deliver the benefit of one of the largest real estate companies in the world, while connecting clients with the local market expertise they need.

17



SVN® delivers commercial real estate brokerage solutions that accelerate client growth through the power of shared data, knowledge, and opportunities. SVN was founded on the belief that proactively cooperating and collaborating with the global commercial real estate community is the right thing to do for our clients and the best way to ensure maximum value for a property. SVN is now a globally recognized commercial real estate brand united by a shared vision of creating value with clients, colleagues, and our communities. When you choose SVN, you mobilize the entire organization of experts and all of its trusted relationships to act on your behalf. This shared network is the SVN Difference.

18



Celebrating our 80th anniversary in 2021, the SOCIETY OF INDUSTRIAL AND OFFICE REALTORS® (SIOR) is the leading global professional office and industrial real estate association. With 3,700 members in 45 countries and 722 cities, SIOR represents today's most knowledgeable, experienced, and successful commercial real estate brokerage specialists.

19



With over 900 real estate professionals and staff in 20 offices in Washington, Oregon, California, Nevada, and Arizona, Kidder Mathews offers a complete range of brokerage, appraisal, asset services, consulting, project and construction management, and debt equity finance services for all property types.

19



Agents and brokers at KW Commercial are supported with the most innovative and scalable technology that the commercial real estate industry has to offer. Our commercial team consists of knowledgeable, results-driven individuals who aim to provide clients with one-of-a-kind experiences. We understand that choosing the right agent for you can be tough, which is why KW Commercial strives to make it easier. Take comfort in knowing that at KW Commercial you are not simply working with one individual; you are championed by a vast network of dedicated commercial real estate professionals.

20



CoStar is the industry leader in commercial real estate information, analytics and news. We provide our clients with the data and tools they need to make smart decisions and stay ahead of the competition. Our extensive research operation delivers the most comprehensive data available, giving our clients a clear understanding of the transactions, trends, assets and players in the market. With over 188,000 industry professionals relying on us, CoStar is truly where commercial real estate goes when it needs to know.

21



Brookfield Properties develops and operates real estate investments on behalf of Brookfield Asset Management – one of the largest alternative asset managers in the world. From office to retail, logistics to multifamily, and hospitality to development, we work across sectors to bring high-quality, sustainable real estate to life around the globe every day.

22



TCN Worldwide ranks as one of the largest service providers in the commercial real estate industry. An alliance of top independent brokerage firms serving more than 200 primary and secondary markets worldwide, TCN Worldwide provides complete integrated commercial real estate solutions across North America, Asia, the Middle East, and Australia. TCN Worldwide represents approximately \$47.3 billion in transactions annually across its 70+ offices and more than 1,500 commercial real estate professionals.

23



CORFAC International is a global network comprised of privately held entrepreneurial commercial real estate firms with expertise in office, industrial and retail brokerage, tenant and landlord representation, investment sales, multifamily, self-storage, acquisitions and dispositions, property management and corporate services. Our members frequently collaborate across markets to offer unmatched service to clients and provide top-level commercial real estate advisory expertise. Firm principals are involved in every transaction, adding value and best-in-class service to each client interaction. Founded in 1989, CORFAC has 75 offices in the U.S., Canada and international markets, including Costa Rica, Germany, India, Ireland, Italy, Japan, Mexico, Netherlands, Philippines, Poland, Romania, Russia, South Korea, Switzerland, United Kingdom and United Arab Emirates.

24



Cresa is the world's leading advisory firm that exclusively represents occupiers and specializes in the delivery of fully integrated real estate solutions. With more than 1000 employees, our purpose is to think beyond space, strengthening those we serve and enhancing the quality of life for our clients. Delivered across every industry, Cresa's services include Transaction Management, Workplace Solutions, Project Management, Consulting, Lease Administration, Technology, Investment Banking & Capital Markets and Portfolio Solutions. In partnership with London-based Knight Frank, Cresa provides service through 16,000 people, across 380 offices in 51 territories. For more information, please visit cresa.com.

24



RE/MAX Commercial, part of the world's most productive real estate network, is a leader in the commercial and investment arenas. Whatever the property and whatever the transaction, RE/MAX Commercial delivers a level of awareness, trust and confidence that competitors simply can't match. RE/MAX Commercial Brokers 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.

25



Hines is a privately owned global real estate investment, development and management firm, founded in 1957, with a presence in 314 cities in 28 countries and \$92.3 billion¹ of investment assets under management and more than 102.1 million square feet of assets for which Hines provides third-party property-level services.

25



CENTURY 21 Commercial® has a vast expansive network throughout North America that covers over 900 commercial real estate offices. Our Commercial Advisors offer local knowledge with a global reach. C21 Commercial can help identify opportunities and meet the needs of our business clients no matter where their investments take them.