



# LIPSEY'S 2024 TOP 25

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# 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 (based on 2023 revenue). The company has more than 130,000 employees (including Turner & Townsend 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, serif font.

**JLL** is a world-leader in real estate services with a unique blend of global presence and local expertise. A fortune 500 company, with an annual revenue of \$20.9 billion and over 100,000 employees operating in over 80 countries. JLL sees the built environment as a powerful medium with which to change the world for the better. By combining innovative technology and data intelligence with world-renowned expertise, JLL are able to unveil untapped opportunities to create a brighter future for all. They help buy, build, occupy and invest in a variety of assets including industrial, commercial, retail, residential and hotel real estate. From tech startups to global firms, clients span industries including banking, energy, healthcare, law, life sciences, manufacturing, and technology.

02

The logo for Cushman & Wakefield, featuring a stylized red and white graphic of a building or structure to the left of the text "CUSHMAN & WAKEFIELD" in a bold, black, sans-serif font.

**Cushman & Wakefield** (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. The company offers a comprehensive offering of services including property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), Environmental, Social and Governance (ESG) and more.

03

The logo for Colliers, featuring the word "Colliers" in a white, serif font on a blue rectangular background with a yellow and red horizontal stripe at the bottom.

**Colliers** is a leading diversified professional services and investment management company. With operations in 66 countries, our 19,000 enterprising professionals work collaboratively to provide expert real estate and investment advice to clients. For more than 29 years, our experienced leadership with significant inside ownership has delivered compound annual investment returns of approximately 20% for shareholders. With annual revenues of \$4.3 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

**NEWMARK**

Newmark Group, Inc. (Nasdaq: NMRK), together with its subsidiaries (“Newmark”), is a leading advisor and service provider to large institutional investors, global corporations and other owners and occupiers of commercial real estate. We offer a diverse array of integrated services and products designed to meet the full needs of our clients.

05

**LEE & ASSOCIATES**  
COMMERCIAL REAL ESTATE SERVICES

Lee & Associates offers an array of real estate services tailored to meet the needs of the company's clients, including commercial real estate brokerage, integrated services, and construction services. Established in 1979, Lee & Associates is now an international firm with 75+ offices throughout the United States and Canada. Our professionals regularly collaborate to make sure they are providing their clients with the most advanced, up-to-date market technology and information.

06

**NAI Global**

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 325 offices strategically located throughout North America, Latin America, Europe, Africa and Asia Pacific, with over 5,800 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.

07

**AVISON  
YOUNG**

Avison Young is built on the belief that commercial real estate isn't just about the buildings and the square footage and the occupancies. At its best it's about spaces and places that improve lives and help businesses thrive; for the employees, citizens and communities that make impact matter. We strive to be real estate at its best, helping people be more productive, prosperous and positive. Founded in 1978 to create a more accountable and nimble real estate company, with legacies dating back more than 200 years, we will never outgrow our values of putting people first in every choice we make. Our purpose is to create net economic, social and environmental gain for our clients and in the communities in which we work.

08

**PROLOGIS**

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. Beyond real estate, our Essentials platform optimizes the company's global asset portfolio to provide our customers solutions that address today's warehouse and shipping challenges. Prologis Ventures invests in logistics innovation and technology companies to modernize supply chains worldwide.

09



Simon Property Group 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). Our properties across North America, Europe, and Asia provide community gathering places for millions of people every day and generate billions in annual sales. Our portfolio includes assets of national and international renown – proven assets that are the preferred location for retailers. In addition to our high quality properties, Simon is also known for our strong balance sheet, a long-tenured and well-respected senior management team, and our innovative spirit, as reflected in a 50+ year history of successful retail real estate development, management & leasing.

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Coldwell Banker Commercial is a real estate leader that spans 39 countries with more than 3,100 affiliated professionals who are all dedicated to one thing – providing you with exceptional service. Wherever you're located, we'll find creative solutions for your real estate needs. Our 117-year legacy of honesty, integrity and excellent service means we will treat your business objectives as our own. Our skilled advisors will help you solve business challenges, grow your business and identify new opportunities.

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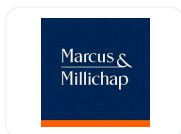
Savills – Founded in the UK in 1855, Savills is a global real estate services provider with a network of more than 40,000 people in over 700 offices across the Americas, Europe, Asia Pacific, Africa and the Middle East. A FTSE 250 company (LON: SVS) headquartered in London, Savills advises corporate, institutional and private clients who are seeking to acquire, lease, develop or realize the value of residential and commercial property in the world's key locations.

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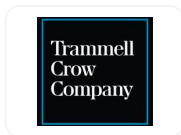
Blackstone is the world's largest alternative asset manager, with \$1 trillion in AUM. We serve institutional and individual investors by building strong businesses that deliver lasting value. Our scale – with ~12,500 real estate assets(1) and 230+ portfolio companies(1) – enables us to invest in dynamic sectors positioned for long-term growth.

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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.

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Trammell Crow Company – TCC provides a full range of development and investment services to commercial real estate occupiers and investors. We employ over 600 diverse professionals who work with local communities to develop vibrant, sustainable buildings aimed at improving neighborhoods and driving economic vitality. Founded in 1948, the firm has developed or acquired nearly 2,900 buildings valued at \$75 billion and over 655 million square feet. As of September 30, 2023, TCC had \$15.4 billion of projects in process and \$14.5 billion in its pipeline.

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Kidder Mathews – For over 50 years, our clients have gotten the best of both worlds – independent counsel from trusted experts, working as part of the largest privately held commercial real estate firm on the West Coast. Today Kidder Mathews has over 900 real estate professionals and staff in 19 offices in Washington, Oregon, California, Nevada, and Arizona. We offer a complete range of brokerage, asset services, valuation advisory, consulting, and debt & equity finance services for all property types.

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Transwestern – 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.

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SIOR – For more than 80 years, the Society of Industrial and Office Realtors® (SIOR) has been the leading global professional office and industrial real estate association and continues to move the industry and our members' business forward as we drive the future of CRE. With 3,900 members in 49 countries, SIOR represents today's most knowledgeable, experienced, ethical, and successful commercial real estate brokerage specialists.

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Cresa is the world's premier 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.

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The SVN® brand was founded in 1987 out of a desire to improve the commercial real estate industry for all stakeholders through cooperation and organized competition. 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 SVN organization of experts and all our trusted relationships to act on your behalf. This shared network is the SVN Difference.

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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 181,000 industry professionals relying on us, CoStar is truly where commercial real estate goes when it needs to know.

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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.

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CORFAC International is an Alliance of Independently Owned Entrepreneurial Firms and Affiliates in Individual Markets. Established in 1989 as a non-profit association, the organization invites firms to join the network based on geographic markets and the ability of the firm to respond to the requirements of clients and colleagues for services.



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TCN Worldwide, a consortium of independent commercial real estate firms, provides complete integrated real estate solutions locally and internationally. An extensive range of real estate services coupled with a personal commitment to exceed expectations is what allows TCN Worldwide to be a leader in this competitive industry. Comprised of leading independent brokerage firms, serving more than 200 markets globally, TCN Worldwide combines an entrepreneurial approach with years of local experience. Around the globe, across all property types and service groups, TCN Worldwide's more than 1,500 brokers and salespeople have a well-earned reputation for providing straightforward expert advice.

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Hines is a privately owned global real estate investment, development and management firm, founded in 1957, with a presence in 383 cities in 30 countries and \$94.6 billion' of assets under management and more than 101 million square feet of assets for which Hines provides third-party property-level services. Hines has 197 developments currently underway around the world, and historically, has developed, redeveloped or acquired 1,639 properties, totaling over 578 million square feet. The firm's current property and asset management portfolio includes 790 properties, representing over 268 million square feet. With extensive experience in investments across the risk spectrum and all property types, and a foundational commitment to ESG, Hines is one of the largest and most respected real estate organizations in the world.

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RE/MAX Holdings is one of the world's leading franchisors in the real estate industry, franchising real estate brokerages globally under the RE/MAX® brand and mortgage brokerages within the U.S. under the Motto® Mortgage brand. RE/MAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great independence. Now with more than 140,000 agents in over 9,000 offices and a presence in over 110 countries and territories, nobody in the world sells more real estate than RE/MAX, as measured by total residential transaction sides. Dedicated to innovation and change in the real estate industry, RE/MAX launched Motto Franchising, a groundbreaking mortgage brokerage franchisor, in 2016. Motto Mortgage, the first-and-only national mortgage brokerage franchise brand in the U.S., has grown to over 225 offices across more than 40 states.

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The CCIM Institute meets the emerging needs of industry professionals, delivering its education, technology, and networking to advance the commercial real estate profession. The CCIM Institute administers the CCIM Designation, the designation standard in commercial real estate. The Designation prepares cross functional Commercial Real Estate professionals to successfully respond to evolving markets. The CCIM Institute also brings thought leaders together, provides continuing education, and offers innovative marketplace intelligence and technology tools.

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KW Commercial Austin, Texas-based Keller Williams, the world's largest real estate franchise by agent count, has more than 1,100 offices and 187,000 agents. Since 1983, the company has cultivated an agent-centric, technology-driven, and education-based culture that rewards agents as stakeholders.

# Mike's Shout Out List



**A.J. Dvoskin & Associates** - A.J. Dvoskin & Associates, Inc. manages 28 apartment, townhome, mobile home, and commercial properties throughout Arlington, Fairfax, Fauquier, and Prince William Counties in Northern Virginia. A fully integrated company, specializing in real estate development, management, leasing, construction and asset management. We have been serving the Northern Virginia and surrounding Washington, D.C. metropolitan area since 1967 with one singular purpose: to provide unsurpassed value and service.



**Foremost Companies** - Foremost Companies is a premier land investment firm that acquires property in strategic locations to entitle and sell high-quality residential developments. The company and its affiliates have owned and/or managed over 12,000 residential lots across California.



**Jackson Cross Partners** - Jackson Cross Partners was founded by three commercial real estate professionals with more than 100 years combined experience in the industry. The company's core values - respect, integrity and quality - and strong foundation are linked to the cumulative skills and reputations of the principals and associates, which together, create a partnership that is greater than the sum of its parts.



**MacKenzie Commercial** - A full service commercial real estate firm since 1968, MacKenzie specializes in tenant and landlord advisory services, investment sales, general construction, property & asset management, debt and equity placement, investment and development, and market research.



**MOHR Partners** - Mohr Partners is a leading global corporate real estate advisory & outsourcing firm headquartered in Dallas, Texas. Since 1986, we have been managing real estate portfolios for corporate tenants and occupiers across a variety of industries. We provide our clients with an integrated set of portfolio services, including lease administration services, strategic consulting, business intelligence, research & site selection, economic incentives negotiations, transaction management, project & construction management and facility services.



**Partners Real Estate** - Partners was founded and is headquartered in Houston and has offices in San Antonio, Austin and Dallas; employs more than 200 real estate professionals; and completes over 1,000 commercial lease and sale transactions every year. Partners is a full-service commercial real estate firm providing client solutions via its services business for Office, Industrial, Retail, Land, Life Sciences, and Multifamily product types across Brokerage Services.



**Phoenix Commercial** - Phoenix Commercial Properties provides the most comprehensive commercial real estate solutions to businesses, investors and owners through proactive and creative transactional management. Our well-educated, versatile commercial practitioners pledge to be true to our founding principles of honesty, integrity, and an unwavering work ethic. From tenant, landlord, and buyer representation to building sales and site acquisition you can be assured that we treat each project we participate in as our highest priority.



**Pinnacle Real Estate Advisors** - Pinnacle Real Estate Advisors, LLC, is a full-service commercial real estate brokerage firm, located in Denver, Colorado. Focused on delivering innovative real estate solutions that are client-centric and relationship focused. Pinnacle Real Estate Advisors is the Top Locally Owned Commercial Real Estate Company in the Denver Metro Area. Our expertise encompasses all commercial real estate property types.



**Stream Realty Partners** - Stream Realty Partners is one of the fastest-growing full-service commercial real estate companies in the nation. We have more than 350M+ million square feet of office, industrial, retail, and healthcare assignments, resulting in over \$6.9 billion in real estate transactions annually. Founded in 1996, Stream has grown from its two original partners to a staff of over 1,350+ real estate professionals who share one common goal: to provide an unequalled level of service to our clients.