

LIPSEY'S 2025 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), is the world's largest commercial real estate services and investment company, with the #1 global market position in leasing, property sales, outsourcing, property management and valuation. CBRE is also the largest commercial property developer in the United States, and has nearly \$148 billion of Assets Under Management within their Investment Management business. Their more than 130,000 employees (including Turner & Townsend employees) serve clients in over 100 countries, including nearly 90 of the Fortune 100.

02

The logo for JLL, featuring a red stylized globe icon to the left of the letters "JLL" in a bold, black, sans-serif font.

JLL (NYSE: 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 is able to unveil untapped opportunities to create a brighter future for all.

03

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

Colliers (NASDAQ, TSX: CIGI) is a global diversified professional services and investment management company. Operating through three industry-leading platforms – Real Estate Services, Engineering and Investment Management – they have a proven business model, an enterprising culture, and a unique partnership philosophy that drives growth and value creation. Fueled by visionary leadership, Colliers has consistently delivered approximately 20% compound annual investment returns for shareholders for 30 years.

03

The logo for Cushman & Wakefield, featuring a red stylized bar chart icon to the left of the text "CUSHMAN & WAKEFIELD" in a bold, black, sans-serif font.

Cushman & Wakefield (NYSE: CWK) is a full-service global commercial real estate company with over 100 years of experience, 52,000 professionals and 400 offices worldwide. They are driven to solve complex problems, and they have the expertise and experience to bring solutions to life.

04

NEWMARK

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 comprehensive suite of services and products is uniquely tailored to each client, from owners to occupiers, investors to founders, and startups to blue-chip companies. Combining the platform’s global reach with market intelligence in both established and emerging property markets, Newmark provides superior service to clients across the industry spectrum.

05

LEE & ASSOCIATES
COMMERCIAL REAL ESTATE SERVICES

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

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

PROLOGIS

Prologis, Inc. is the global leader in logistics real estate. In partnership with their customers and their communities, they 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, their Essentials platform optimizes the company’s global asset portfolio to provide their customers solutions that address today’s warehouse and shipping challenges.

08



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.

09



Blackstone is the world's largest alternative asset manager. They seek to deliver compelling returns for institutional and individual investors by strengthening the companies in which they invest. Their more than \$1.1 trillion in assets under management include global investment strategies focused on real estate, private equity, infrastructure, life sciences, growth equity, credit, real assets, secondaries and hedge funds.

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Simon Properties 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.

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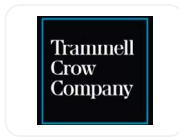
Savills is a global real estate services provider with a network of more than 40,000 people in over 700 offices across the Americas, Europe, Asia Pacific, Africa and the Middle East. A FTSE 250 company (LON: SVS) headquartered in London, Savills advises corporate, institutional and private clients who 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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Cresa is the world's leading Commercial Real Estate advisory firm that exclusively represents occupiers and specializes in the delivery of fully integrated real estate solutions. With more than 1000 employees, their purpose is to think beyond space, strengthening those they serve and enhancing the quality of life for their clients. Delivered across every industry, Cresa's services include Transaction Management, Workplace Solutions, Project Management, Transition & Relocation Management, Consulting, Lease Administration, Technology, Capital Strategies 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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Trammell Crow Company (TCC) is a global commercial real estate developer and wholly-owned subsidiary of CBRE Group, Inc. (NYSE:CBRE), a Fortune 500 and S&P 500 company headquartered in Dallas. 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, 2024, TCC had \$19 billion of projects in process and \$13.4 billion in its pipeline. With 575 employees throughout the United States and Europe in 27 offices, the company serves users of and investors in office, industrial/logistics, healthcare, life science, data center and mixed-use projects, as they as multi-family residential through its operating subsidiary High Street Residential.

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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. They strive to be real estate at its best, helping people be more productive, prosperous and positive.

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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 their members' business forward as they drive the future of CRE. With 4,000 members in over 50 countries, SIOR represents today's most knowledgeable, experienced, ethical, and successful commercial real estate brokerage specialists.

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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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Marcus & Millichap is a leading firm specializing in commercial real estate sales, financing, research and advisory services. Their 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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Coldwell Banker Commercial is a real estate leader that spans 40 countries with more than 3,396 affiliated professionals who are all dedicated to one thing – providing you with exceptional service. Wherever you're located, they'll find creative solutions for your real estate needs. Their 118-year legacy of honesty, integrity and excellent service means they will treat your business objectives as their own. Their skilled advisors will help you solve business challenges, grow your business and identify new opportunities.

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Kidder Mathews is the largest fully independent commercial real estate firm in the throughout the U.S. with over 900 professionals in 19 offices across Washington, Oregon, California, Idaho, Nevada, and Arizona. They offer a complete range of brokerage, appraisal, asset services, consulting, and debt & equity finance services for all property types. Kidder Mathews averages over \$10 billion in transaction volume, manages more than 55 million square feet of space, and conducts 2,600 appraisal, consulting, and cost segregation assignments annually.

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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. Their 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.

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BERKADIA[®]

Berkadia, a joint venture of Berkshire Hathaway and Jefferies Financial Group, is a leader in the commercial real estate industry, offering a robust suite of services to their multifamily and commercial property clients. Powered by deep relationships and industry-changing technology, their people sell, finance, and service commercial real estate, providing support for the entire life cycle of their clients' assets. Their unique ownership structure allows us to put their clients' interests first and create a marketplace that delivers a superior experience.

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Hines

Hines is a leading global real estate investment manager. They own and operate \$93.0 billion* of assets across property types and on behalf of a diverse group of institutional and private wealth clients. Every day, their 5,000 employees in 31 countries draw on their 67-year history to build the world forward by investing in, developing, and managing some of the world's best real estate.

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TCN
WORLDWIDE
REAL ESTATE SERVICES

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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NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

NAIOP, the Commercial Real Estate Development Association, is the leading organization for developers, owners and related professionals in office, industrial and mixed-use real estate. NAIOP provides unparalleled industry networking and education, and advocates for effective legislation on behalf of their members. NAIOP advances responsible, sustainable development that creates jobs and benefits the communities in which their members work and live.

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RE/MAX, founded in 1973, has more than 140,000 agents in nearly 9,000 offices and a presence in over 110 countries and territories. 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 since it was founded in 2016. RE/MAX and Motto Mortgage are 100% franchised – they do not own any of the brokerages that operate under these brands. They focus on enabling their networks' success by providing powerful technology, quality education and training, and valuable marketing to build the strength of the RE/MAX and Motto Mortgage brand.

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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 their communities. When you choose SVN you mobilize the entire SVN organization of experts and all their trusted relationships to act on their behalf. This shared network is the SVN Difference.

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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, they work across sectors to bring high-quality, sustainable real estate to life around the globe every day.

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CoStar is the industry leader in commercial real estate information, analytics and news. They provide their clients with the data and tools they need to make smart decisions and stay ahead of the competition. Their extensive research operation delivers the most comprehensive data available, giving their 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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Stream Realty Partners is one of the fastest-growing full-service commercial real estate companies in the nation. They 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 their clients.