

LIPSEY'S 2026 TOP 25 COMMERCIAL REAL ESTATE BRAND SURVEY

CELEBRATING
25 YEARS OF
LIPSEY'S 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 155,000 employees serving clients in more than 100 countries. CBRE serves clients through four business segments: Advisory (leasing, sales, debt origination, mortgage servicing, valuations); Building Operations & Experience (facilities management, property management, flex space & experience, data center solutions); Project Management (program management, project management, cost consulting); Real Estate Investments (investment management, development).

02

The logo for JLL, featuring a stylized red icon of three overlapping vertical ovals to the left of the letters "JLL" in a bold, black, 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 over 300 offices worldwide, they specialize in real estate and investment management. JLL shapes the future of real estate for a better world by using the most advanced technology to create rewarding opportunities, amazing spaces and sustainable real estate solutions for their clients, people and communities.

02

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

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2024, the firm reported revenue of \$9.4 billion across its core service lines of Services, Leasing, Capital markets, and Valuation and other. Built around the belief that Better never settles, the firm receives numerous industry and business accolades for its award-winning culture.

03

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

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 – we have a proven business model, an enterprising culture, and a unique partnership philosophy that drives growth and value creation.

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. They offer a diverse array of integrated services and products designed to meet the full needs of their clients.

05



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.

06



Blackstone is the world's largest alternative asset manager. Blackstone seeks to deliver compelling returns for institutional and individual investors by strengthening the companies in which the firm invests. Blackstone's \$1.3 trillion in assets under management include global investment strategies focused on real estate, private equity, credit, infrastructure, life sciences, growth equity, secondaries and hedge funds.

07



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.

08



NAI Global is a leading global commercial real estate brokerage firm. 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. Annually, NAI Global completes in excess of \$20 billion in commercial real estate transactions throughout the world.

09



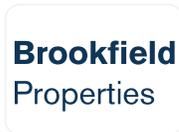
With over 42,000 professionals in more than 700 offices across the Americas, Europe, Asia Pacific, Africa and the Middle East, we combine local knowledge with global insight to deliver tailored solutions that drive real impact. Headquartered in London and listed on the FTSE 250 (LON: SVS), they work with corporate, institutional and private clients to unlock the full potential of residential and commercial property.

10



Since 1979, **Lee & Associates** has reimagined the way that commercial real estate companies should be structured. Each Lee & Associates office is owned and operated by its professionals and delivers world-class service to an array of regional, national, and international clients - from small businesses and local investors to major corporate users and institutional investors.

11



Brookfield Properties manages real estate around the globe and prioritizes making a positive impact in the communities where we operate. We are dedicated to implementing sustainable solutions that reduce environmental impact while collaborating with our partners, tenants and local neighborhoods to bring our properties to life.

12



Digital Realty brings companies and data together by delivering the full spectrum of data center, colocation and interconnection solutions. PlatformDIGITAL®, the company's global data center platform, provides customers with a secure data "meeting place". Digital Realty enables its customers with the connected data communities that matter to them with a global data center footprint of 300+ facilities in 50+ metros across 25+ countries on six continents.

12



Founded in 1995, **American Tower Corporation** is one of the largest global Real Estate Investment Trusts (REITs) and a leading independent owner, operator, and developer of communications real estate. Our U.S. portfolio includes nearly 42,000 towers in prime locations nationwide.

In addition to wireless and broadcast towers, our assets and solutions include rooftops, Distributed Antenna Systems (DAS), data centers, and programs for New Tower Development, Backup Power, and services that speed network deployment.

13



Transwestern is a preeminent, vertically integrated commercial real estate firm dedicated to serving investors, partners and clients through expertise in investment, development, brokerage and property management. We own, lease and operate \$57 billion in assets and have completed or commenced development on more than \$9 billion of real estate projects since 2012. Our experience spans diverse property types, including logistics, multifamily, retail, mixed-use, healthcare, office, data centers, hotel, and life sciences. Across 33 offices nationwide, our team is united by a culture that cultivates agility, mutual trust and high performance.

14



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.

15



TCC provides a full range of development and investment services to commercial real estate occupiers and investors. We employ approximately 465 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 3,000 buildings valued at \$90 billion and over 700 million square feet. As of December 31, 2025, TCC had \$19.4 billion in projects in process and \$10.1 billion in its pipeline.

16



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. With 100+ offices across 21 countries, and 5,000 real estate professionals, Avison Young delivers results.

17



SIOR®

The Society of Industrial and Office Realtors is the leading professional industrial and office real estate association with 4,100 members in 52 countries. SIOR represents today's most knowledgeable, experienced, and successful commercial real estate brokerage specialists. The SIOR designation signifies that an individual has achieved a high level of competence and success and adheres to high professional standards.

17



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 our members. NAIOP advances responsible, sustainable development that creates jobs and benefits the communities in which our members work and live.

17



THE
CCIM
INSTITUTE
*Advancing the Commercial
Real Estate profession*

For more than 50 years, **The CCIM Institute** has been the leader in educating and supporting the entire Commercial Real Estate profession. Its education and the CCIM Designation are for commercial real estate professionals from a variety of backgrounds. The CCIM Institute meets the emerging needs of industry professionals, delivering its education, technology, and networking to advance the commercial real estate profession.

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The logo for Hines, featuring the word "Hines" in a red, serif font.

Hines is a leading global real estate investment manager. We own and operate \$91.8 billion¹ of assets across property types and on behalf of a diverse group of institutional and private wealth clients. Every day, our 4,600 employees in 30 countries draw on our 68-year history to build the world forward by investing in, developing, and managing some of the world's best real estate. Hines has 156 developments currently underway around the world, and historically, has developed, redeveloped or acquired 1,857 properties, totaling over 636 million square feet.

19

The logo for Coldwell Banker Commercial, featuring a blue square with a white "CB" monogram and the text "COLDWELL BANKER COMMERCIAL" in blue, sans-serif font.

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, we'll find creative solutions for your real estate needs. Our 118-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.

20

The logo for Cresa, featuring the word "cresa" in a blue, sans-serif font with a cluster of yellow dots to the right.

With 1,350 employees and 55+ offices across North America, and supported by our global alliance with Knight Frank, **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. Delivered across every industry and supported by world class technology, Cresa's services include Transaction Management, Project & Development Services, Workplace Solutions, Location Advisory, Portfolio Solutions, Lease Administration, Capital Strategies and Strategic Consulting.

21

The logo for Marcus & Millichap, featuring the text "Marcus & Millichap" in white, serif font on a dark blue square background with a thin orange line at the bottom.

Marcus & Millichap was founded in 1971 with the goal of being a new kind of company – one driven by long-term relationships and built on a culture of collaboration. We focus on bringing together specialized market knowledge, the industry's leading brokerage platform and exclusive access to inventory to achieve exceptional results for our clients, year after year. Today, we are the industry's largest firm specializing in real estate investment sales and financing, with over 80 offices and over 1,800 investment sales and financing professionals throughout the United States and Canada. In 2025, the firm closed nearly 9,000 transactions with a sales volume of nearly \$51 billion.

22



Founded in 1989, the **CORFAC** International network is comprised of 70 independently owned commercial real estate brokerage firms worldwide. As a network we close \$10 billion in transaction volume, 10,000 sales and leases, and close and manage 750 million square feet per year. Our global network of intentionally independent, full-service commercial real estate firms offer market-leading expertise in office, industrial and retail brokerage, investment sales, tenant and landlord representation, multifamily, property management, advisory services and more.

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



Eastdil Secured is the original real estate investment bank that uniquely combines commercial real estate and capital markets expertise. As a privately held firm with significant employee investment, Eastdil Secured provides truly independent advice from a global perspective with the mission to create value for our clients through creative, and actionable ideas.

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SVN International Public Benefit Corporation (SVNI PBC), is the world's leading commercial real estate franchise. It is the only Employee-Owned Public Benefit Corporation in the industry, and its growing network includes over 2,000 Advisors staff, and independent owner-operators who support clients across markets. Built on a foundation of innovation and collaboration, SVN empowers Advisors to deliver client-focused results and real-world impact through its industry-leading Shared Value Network®.

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REMAX, founded in 1973, has more than 145,000 agents in over 8,500 offices and a presence in more than 120 countries and territories. Motto Mortgage, the first and only national mortgage brokerage franchise brand in the U.S., has offices across more than 40 states since it was founded in 2016. REMAX and Motto Mortgage are 100% franchised – we do not own any of the brokerages that operate under these brands. We focus on enabling our networks' success by providing powerful technology, quality education and training, and valuable marketing to build the strength of the REMAX and Motto Mortgage brands.

25



eXp Commercial is a nationwide virtual commercial real estate brokerage and subsidiary of eXp World Holdings, Inc. (Nasdaq: EXPI). As a publicly traded company, we offer commercial advisors the unique opportunity to earn equity awards for meeting production goals and driving company growth. With advanced technology and a global network, we help advisors grow their businesses, increase profitability, and serve clients across commercial sectors like office, industrial, retail, multifamily, land, specialty properties and more.

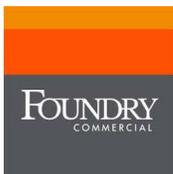
Recognizing the Regionals



Bradley Company provides commercial real estate expertise with a team of 350+ professionals nationally. With over \$426 million in brokerage transactions in 2025, 4,000+ multi-family units managed, and 250 commercial properties & facilities managed, our full-service team partners with clients to manage portfolios, create opportunities, and achieve strategic business objectives.



DAUM Commercial is a leading provider of commercial real estate services including brokerage, tenant representation, consulting, leasing, sales and property management. Founded in 1904, DAUM focuses on longstanding client relationships and draws upon its century-long track record to deliver steadfast insights and proven results to clients across the U.S. DAUM has ten offices throughout Southern California and Arizona.



Foundry Commercial is a full-service commercial real estate company driven by relationships and the passion to build something different. Focused on the Sun Belt markets, Foundry operates across the office, industrial, retail, land, multi-family, healthcare, religious, and not-for-profit asset classes and clients. Sustained by over 2,000 associates who operate from 11 markets.



Franklin Street is a privately held, full-service commercial real estate services firm headquartered in Tampa, Florida. The firm provides tailored solutions nationwide, serving owners and occupiers through Capital Markets, Insurance Services, Leasing, and Management. Founded in 2006, Franklin Street has a network of industry-leading brokers and capital partners across the country to ensure exceptional client service.

Recognizing the Regionals



With over 75 years of experience, no one understands the real estate market better than the professionals at Hanna Commercial Real Estate. **Hanna Commercial** is a full-service real estate company. They've successfully provided their clients with creative and comprehensive real estate solutions.



Hughes Marino is a global corporate real estate advisory firm that has represented companies on tens of thousands of projects, helping to develop and execute on winning real estate strategies. We specialize in representing occupiers in lease negotiations and structuring, owner user acquisitions, construction & project management, portfolio management, lease auditing, lease administration, capital markets & facility management.



Kidder Mathews is the largest fully independent commercial real estate firm in the Western U.S., with over 900 professionals in 19 offices across Washington, Oregon, California, Nevada, and Arizona. They offer a complete range of brokerage, appraisal, asset services, consulting, and debt & equity finance services for all property types.



Mid-America is the leader in retail real estate services, including brokerage and property management, in the Midwest. Their exclusive focus on retail real estate, combined with cutting-edge information technology and unsurpassed service, distinguishes Mid-America within the industry and gives our clients a competitive edge.

Recognizing the Regionals



partners

Partners Real Estate, founded in 1997, is a full-service, privately held firm with more than 300 professionals and 66 partners across the Sunbelt region. We are built differently than other firms in our industry; the unique business model of equity partnership fosters sincere, authentic collaboration among the firm's professionals, resulting in superior outcomes for our clients



Ratcliff
Companies

Established in 1927 as a humble two-man construction operation, **Ratcliff Companies** has since evolved into leading commercial construction, real estate development, and disaster recovery companies serving the Gulf South. With nearly 100 years of experience, Ratcliff's family of companies is committed to empowering businesses to grow, rebuild, and recover with our top-notch, turnkey solutions.



SIMONE®
DEVELOPMENT COMPANIES

Simone Development is a privately owned full-service real estate investment company specializing in the acquisition, development, and management of ambulatory healthcare facilities, mixed-use and medical office campuses, thriving retail centers, industrial/flex space, and residential properties in New York City and its suburbs including Long Island, Westchester County, Orange and Fairfield Counties and New Jersey.



stirling

Stirling is one of the most comprehensive full-service commercial real estate companies in the country. With more than four decades of experience, we specialize in brokerage services, development & redevelopment, acquisitions & investments, and property & asset management, over a wide array of property types across the Gulf South region of Louisiana, Mississippi, Alabama and Florida.

Recognizing the Regionals



Stream Realty Partners is one of the fastest-growing full-service commercial real estate companies in the nation. We have more than 445M+ million square feet of office, industrial, retail, and healthcare assignments, resulting in over \$8.9 billion in real estate transactions annually.



The Boulos Company is a Maine and New Hampshire commercial real estate firm dedicated to serving owners, investors, and tenants, blending Maine and New Hampshire market knowledge with a global network. Founded by Joseph Boulos in 1975, the firm has grown to include more than 40 Portland, Maine, Portsmouth, and Manchester, New Hampshire-based employees, including our experienced brokerage team and our highly-skilled professional support staff.



Trinity Partners is a full-service commercial real estate firm serving corporate users and institutional owners throughout the United States, with service lines ranging from landlord representation, occupier services, and investment sales to property management, construction, and project management. We currently lease and/or manage over 35 million square feet of office, industrial, life science, mixed-use, and retail space across the region through five offices in Charlotte and Raleigh, North Carolina, Columbia and Greenville, South Carolina, and Atlanta, Georgia.



Louisiana Based Full Service Real Estate Firm serving LA, MS, AR, TX and beyond. **Vintage Realty Company** is a privately owned, full-service real estate firm specializing in the brokerage, leasing, property asset management, development, and construction of every property type including office, medical, apartments, industrial, land, retail, residential, and more.



Voit Real Estate Services is a Southern California commercial real estate firm that provides strategic real estate solutions tailored to clients' needs. Combining more than 50 years of expertise in brokerage, investment advisory, financial analysis, market research and tenant advisory, Voit provides clients with forward looking strategies that create value for their assets and portfolios.