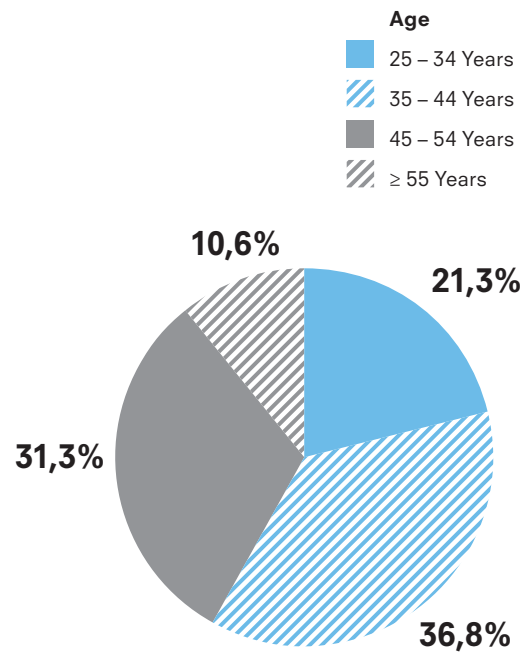
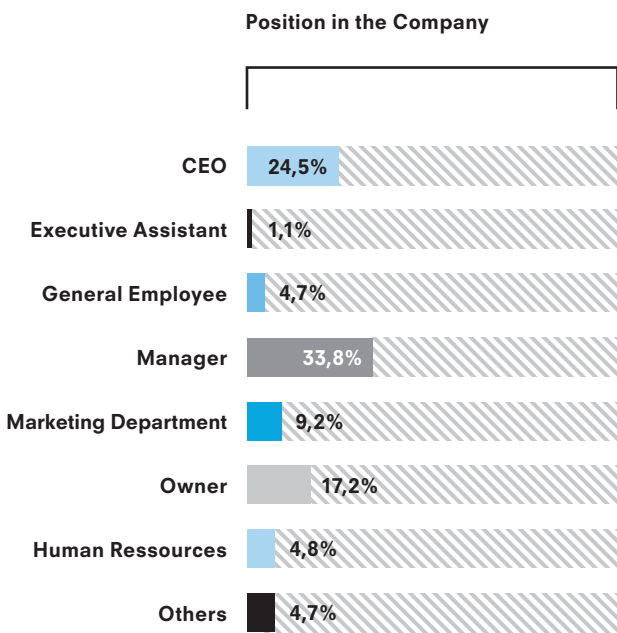


REAL ESTATE BRAND VALUE STUDY 2015

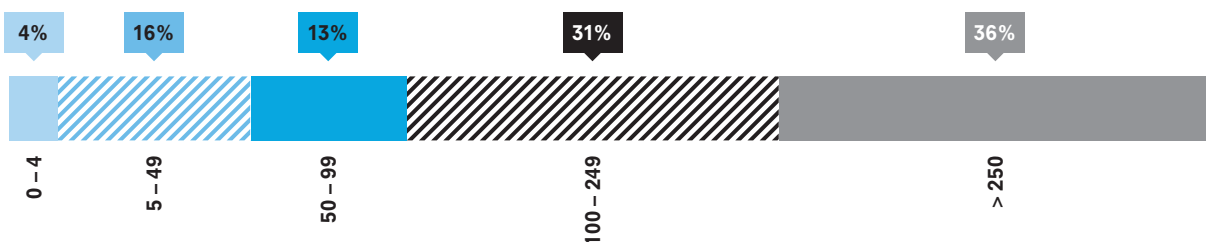
TOP 10 REAL ESTATE BROKERS EUROPA

SURVEY STRUCTURE

Target group panel: 48,331 industry experts
 Brand panel: 10 companies
 Survey period: 2/8/16 – 3/7/16
 Amount of responses: 4,657

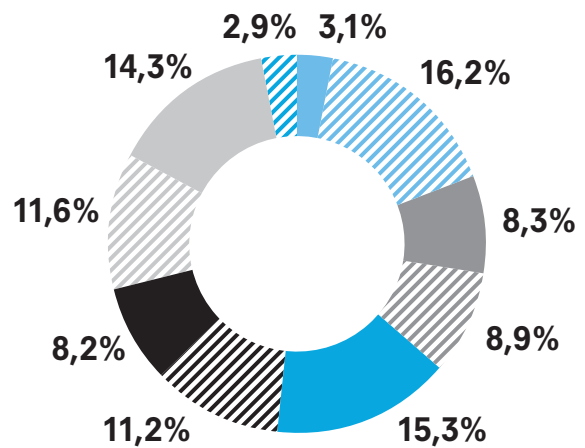
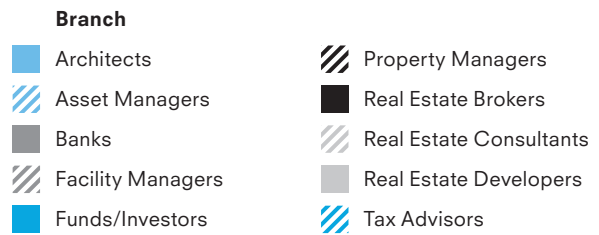
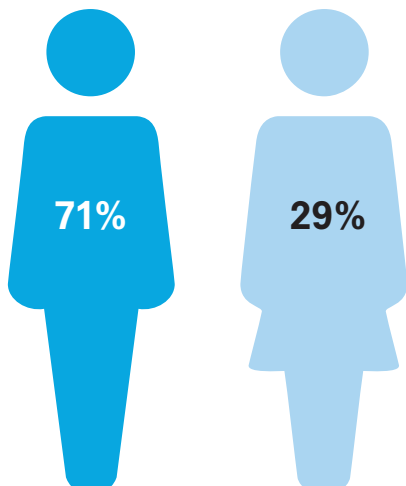


Number of Employees




















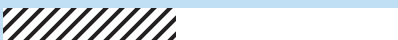


Business Location

Austria	10,2%
Belgium	1,8%
Bosnia/Herzegovina	0,3%
Bulgaria	0,6%
Czech Republic	1,2%
Croatia	1,0%
Denmark	2,6%
Finland	1,9%
France	10,9%
Germany	19,8%
Great Britain	14,1%
Greece	0,3%
Hungary	0,8%
Italy	3,9%
Latvia	0,6%
Netherlands	3,8%
Poland	3,6%
Portugal	5,1%
Romania	0,9%
Russia	4,5%
Spain	6,6%
Sweden	1,7%
Switzerland	0,8%
Turkey	3,0%



TOP 10 EUROPA

Brand		Brand value	
01	JLL		 92,36
02	Cushman Wakefield		 83,94
03	CBRE		 80,48
04	Savills		 78,32
05	Colliers International		 73,59
06	BNP Paribas Real Estate		 70,21
07	Knight Frank		 58,34
08	GVA		 56,93
09	NAI Global		 49,27
10	Catella		 43,12

01

JonesLang LaSalle: First place goes to JLL. The company achieved in unrealised brand strength and got top marks for the Consulting Services Investment and Retail Knowledge Competency. These and other positive brand attributes also led to a high Intention to Reuse.

Consultancy Services Investment | Retail Knowledge Competence | Intention to Reuse

Headquarters, Year: **Chicago, 1783** | Number of employees: **60,000** | Field of Activity: **Asset management, CREM, Finance, Investment, Leasing, Project Management, Property Management, Shopping Centre Services, Asset Valuation** | CEO/Manager(s): **Colin Dyer** | Active in the countries: **America, Asia Pacific, EMEA** | Divisions: **Hotel, Logistics, Office, Residential, Retail** | Volume: **\$ 57.2 billion (assets under management)**

www.jll.com

02

Cushman Wakefield: Behind them ranked in second place came Cushman & Wakefield who clearly score points with Rental and Office Consulting Services and Office knowledge Competency, combined with a high Evaluation for their Personal Experience.

Consultancy Services Rental | Retail Knowledge Competence | Personal Experience

Headquarters, Year: **New York, 1917** | Number of employees: **43,000** | Field of Activity: **Asset management, Asset Services, Consultancy, Evaluation, Capital Markets, Facility Services, Investment Management, Occupier Services, Project Development** | CEO/Manager(s): **Brett White** | Active in the countries: **America, Asia Pacific, China (with Hong Kong and Taiwan), EMEA** | Divisions: **Residential, Retail** | Volume: **\$ 191 billion (Transaction value)**

www.cushmanwakefield.com

03

CBRE: In third place CBRE with very good values in the criteria Consulting Services, Investment, and Logistics knowledge Competence. They also manage to achieve high Intention to Reuse, further optimising their good rating.

Consultancy Services Investment | Logistic Knowledge Competence | Intention to Recommend

Headquarters, Year: **Los Angeles, 1906** | Number of employees: **70,000 +** | Field of Activity: **Asset Services, Consultancy, Evaluation, Capital Markets, Project Development, Search, Transactions** | CEO/Manager(s): **Bob Sulentic** | Active in the countries: **Asia Pacific, the Americas, EMEA** | Divisions: **Hotel, Logistics, Office, Residential, Retail** | Volume: **\$ 9 billion (revenues, 2014)**

www.cbre.com

04

Savills: With Savills, coming fourth in the rankings, they were rated very highly through their Consulting Services and Investment and Office Knowledge Competency. The brand is very impressive and achieved a strong Intention to Reuse.

Consultancy Services Rental | Office Knowledge Competence | Intention to Reuse

Headquarters, Year: **London 1855** | Number of employees: **30,000 +** | Field of Activity: **CREM, Development, Financing, Investment, Leasing, Management by Sustainability, Project development, Project Manage, Property Management, Shopping Centre Services, Asset Evaluation** | CEO/Manager(s): **Jeremy Helsby (Group Chief Executive)** | Active in the countries: **Africa, Asia Pacific, EMEA, Middle East, USA** | Divisions: **Hotel, Logistics, Office, Residential, Retail** | Volume: **£ 547 million (group revenues)**

www.savills.com

05

Colliers International: Fifth place position goes to Colliers International, who received strong ratings for their Rental Knowledge Competency, and Office consulting services. This, and in combination with the other positive values, a high Intention to Reuse was achieved.

Consultancy Services Rental | Office Knowledge Competence | Intention to Reuse

Headquarters, Year: **Toronto / Seattle, 1984** | Number of employees: **16,300 +** | Field of Activity: **CREM, Financing, Investment, Leasing, Sustainability, Project Management, Project Development, Property Management, Shopping Center Services, Asset Valuation** | CEO/Manager(s): **Jay Hennick** | Active in the countries: **Africa, America, Asia** | Divisions: **Hotel, Logistics, Office, Residential, Retail** | Volume: **\$ 97 billion (Total revenues worth)**

www.colliers.com