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## **CB Richard Ellis named premier commercial real estate brand for 10th straight year**

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CB Richard Ellis (CBRE) has been named the premier global brand in commercial real estate, according to a survey of industry professionals worldwide by The Lipsey Company. CBRE has been voted the industry's top brand for ten consecutive years

Brett White, chief executive officer of CBRE, said, "What makes this result particularly meaningful is the endorsement it provides from our clients and industry peers worldwide, who expressed their opinions through their ballots. Our people work hard every day to deliver superior service across markets and business lines. They are the CBRE brand and it is gratifying to see their accomplishments recognized."

The Lipsey survey measures commercial real estate professionals' perceptions of the industry's leading brands. More than 25,000 U.S. and international professionals participated in the 2011 survey, including property owners, investors, lenders, brokers and property managers.

The Lipsey Company provides training and professional development services to the commercial real estate industry.

"From Boston to every business center in the world our professionals produce results for our clients. It is that daily commitment to excellence that has kept CB Richard Ellis the premier commercial real estate brand for ten straight years," said Andy Hoar, CBRE/NE president and co-managing partner.

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