WE MAKE IT LEASE

How we maximize investment value for property owners and investors.

CUSHMAN & WAKEFIELD

UNMATCHED ACCESS TO LOCAL, NATIONAL AND GLOBAL OCCUPIERS MAXIMIZES THE VALUE OF YOUR ASSETS THROUGH CREATIVE AND INNOVATIVE LEASE-UP PROGRAMS.

A smart purchase is just the beginning of a successful investment experience. Cushman & Wakefield's Agency Leasing experts ensure that your assets yield high value and attract long-term tenants whether for a signature property or portfolio. Our goal is to develop and execute a winning leasing strategy.

We work to maximize asset awareness, stabilize occupancy, achieve optimal rents and forge positive relationships with the surrounding community. We know your city, your building, and your dream tenants. We understand the nuances and complexities of all property types — and use this knowledge to serve as a valued advisor. When you succeed, so do we. Your property will benefit from increased visibility, leasing activity, and overall investment value.

HOW WE **DELIVER**

Upon carefully analyzing an asset's investment goals, tenant mix, financing structure, building strengths, submarket conditions, and competition, we then develop a creative, comprehensive commercial leasing strategy for that asset. Whether representing a single property or an entire portfolio, we manage the entire marketing process to strategically position each asset within their market, using the right mix of technology, digital promotion, and proven property marketing approaches to attract and retain the right tenants.

SERVICES INCLUDE:

STRATEGIC ASSET ANALYSIS

Identifying tenant demand, financial position, market, and competition analysis

COMPREHENSIVE PROPERTY POSITIONING

Including marketing plan, collateral development, and budget preparation and management

BROKER RELATIONSHIP CAMPAIGNS

C&W brokers forge extensive, positive relationships with the surrounding community

EXPERT EXECUTION

Providing expertise in analyzing prospective tenants, canvasing programs and negotiating leases

CLIENT REPORTING

Providing detailed reporting on activity, market intelligence trends and more FULL

SUITE OF INVESTOR SERVICES

Offering a wide range of capabilities including project management, property management, sustainability consulting, capital markets (investment sales, financing, and analysis), and appraisal

AMERICAS LEASING PERFORMANCE

2,100+
LEASING PROFESSIONALS

11,300+
CLOSED TRANSACTIONS

$24.4B
TRANSACTION VALUE

257M+
SQUARE FEET

*2022 3-YEAR AVERAGES

THE CUSHMAN & WAKEFIELD EDGE

Unique teams, best resources
Integrated approach incorporates optimal professional expertise for long-term, asset-specific solutions

Asset strategies enhanced by multi-service support
Knowledge and track record of collaborative service platform enables best-in-class practices and implementation of proven successful strategies

Global reach
Multi-pronged marketing leverages reach and relationships of both local project teams and the global organization for maximum market exposure

Accountability
Metrics for financial performance, operational efficiency, service delivery, and risk mitigation ensure real estate creates value and aligns with the client's investment objectives

Results-focused creativity
Strategies that speak to the needs of today's tenants and position assets for premium pricing

Strategic partnership
Activities that ensure real estate contributes both to client success and overall asset performance

DEDICATED IN-HOUSE CREATIVE SERVICES

In-house creative agency designed to deliver boutique-like services.

Cushman & Wakefield's Investor Services Marketing Center of Excellence (COE) specializes in the development of creative property marketing that drives strategic leasing. We are experts in creating and implementing intentional marketing strategies that extend beyond traditional graphic design.

We work as an extension of the leasing team, allowing us to mobilize around each marketing challenge to launch great solutions into the market quickly.

- Multi-faceted marketing plans & campaigns
- Fresh visual identity and brand positioning
- Streamlined creative, strategic solutions

OFFICE

FROM DOWNTOWN TO YOUR TOWN

From towering skyrises, to trendy downtown lofts, to sprawling suburban campuses, Cushman & Wakefield's leasing experts understand how to position office properties for success. Whether your investment requires pre-leasing for new construction, a complete re-brand of a tired asset, capital improvement recommendations and oversight, or more traditional leasing services, we leverage our connections to the tenant and broker communities—locally, nationally and globally—to understand opportunities and market dynamics.

AMERICAS OFFICE LEASING PERFORMANCE

$13.4B
TRANSACTION VALUE

55M+
SQUARE FEET

6,555+
CLOSED TRANSACTIONS

*2022 3-YEAR AVERAGES

REPRESENTATIVE PROJECTS

South Station Tower
Boston, MA

Carlyle Tower
Alexandria, VA

Medical Pavilion II at
National Harbor
Washington DC

35 W Wacker
Chicago, IL

Concourse V & VI
Atlanta, GA

JPMorgan Chase Tower
Houston, TX

Block G at Belleview Station
Denver, CO

Wilshire Courtyard
Los Angeles, CA

Ballanger Bio
Bethesda, MD

INDUSTRIAL

MOVING AT THE SPEED OF CHANGE

Cushman & Wakefield provides leasing expertise for industrial property types, from manufacturing and distribution to flex and special-use facilities. We help owners and investors provide industrial estate that meets the needs of an industry in constant transformation. Our grasp of technology, eCommerce, global supply chain logistics, and the quickening pace of demographic and social change brings vision and agility to your investment.

AMERICAS INDUSTRIAL LEASING PERFORMANCE

$7.6B
TRANSACTION VALUE

147M+
SQUARE FEET

3,096+
CLOSED TRANSACTIONS

*2022 3-YEAR AVERAGES

REPRESENTATIVE PROJECTS

North Charlotte
Commerce Center
Charlotte, NC

Gateway 24 Business Park
Nashville, TN

Mid-Atlantic Crossroads
Baltimore, MD

The Campus at
Innovation Way
Boston, MA

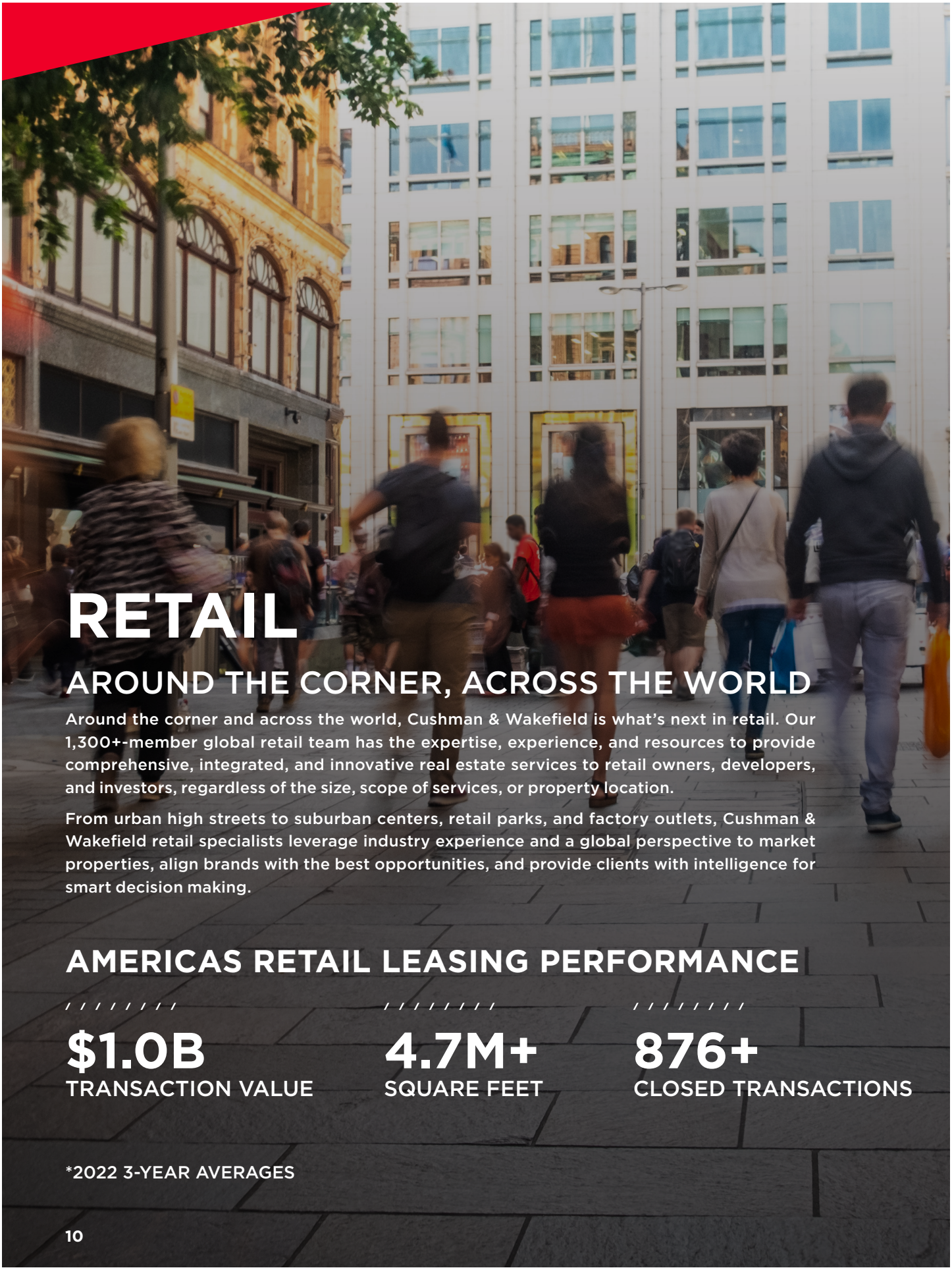
58 Logistics Center
Bakersfield, CA

Bridge Point Doral
Doral, FL

First 417 Logistics Park
Orlando, FL

Innovation Logistics Center
Salisbury, NC

42 Military Ocean Terminal
Bayonne, NJ



RETAIL

AROUND THE CORNER, ACROSS THE WORLD

Around the corner and across the world, Cushman & Wakefield is what's next in retail. Our 1,300+-member global retail team has the expertise, experience, and resources to provide comprehensive, integrated, and innovative real estate services to retail owners, developers, and investors, regardless of the size, scope of services, or property location.

From urban high streets to suburban centers, retail parks, and factory outlets, Cushman & Wakefield retail specialists leverage industry experience and a global perspective to market properties, align brands with the best opportunities, and provide clients with intelligence for smart decision making.

AMERICAS RETAIL LEASING PERFORMANCE

$1.0B
TRANSACTION VALUE

4.7M+
SQUARE FEET

876+
CLOSED TRANSACTIONS

*2022 3-YEAR AVERAGES

REPRESENTATIVE PROJECTS

Watermark Tempe
Tempe, AZ

800 Lincoln Road
Miami, FL

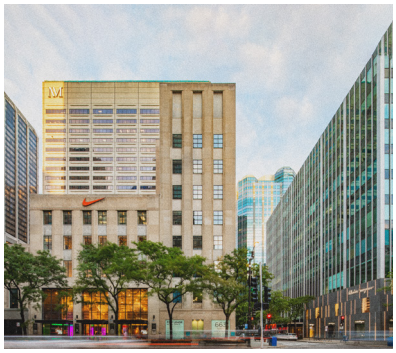
The Gallery at Kenwood
Cincinnati, OH

The Empire State Building
New York, NY

2 Rodeo Drive
Beverly Hills, CA

220 Post Street
San Francisco, CA

The Shops at North Bridge
Chicago, IL



663 N Michigan
Chicago, IL

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CUSHMAN & WAKEFIELD

About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 52,000 employees in over 400 offices and approximately 60 countries. In 2022, the firm had revenue of $10.1 billion across core services of Property, facilities and project management, Leasing, Capital markets, and Valuation and other services. To learn more, visit www.cushmanwakefield.com or follow @CushWake on Twitter.

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Cushman & Wakefield Capabilities

Service Lines

- Agency Leasing
- Asset Services
- Capital Markets
- Facility Services
- Global Occupier Services
- Project & Development Services
- Tenant Representation
- Valuation & Advisory

Industries & Specialties

- Airports
- Automotive
- Build-to-Suit
- Data Centers
- eCommerce
- Education
- Emerging Technology
- Energy (oil & gas)
- Financial Services
- Flexible Workplace
- Food & Beverage
- Global Supply Chain
- Government
- Healthcare
- Hospitality
- Industrial
- Land
- Legal/Professional
- Life Sciences/Pharma
- Multifamily
- Net Lease Investment
- Not-for-Profit
- Office
- Ports & Intermodal
- Public Sector
- Rail
- Retail
- Sports & Entertainment
- Third-Party Logistics (3PL)

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