



Why choose



a Counselor of Real Estate?

For over 50 years,
the most trusted
advisors in real estate

CRE

THE COUNSELORS OF REAL ESTATE

Commitment

**A COUNSELOR PROVIDES
INTELLIGENT, UNBIASED
REAL ESTATE ADVICE**

A Counselor of Real Estate is a unique professional in the commercial real estate industry. Experienced, smart, judicious, and thoughtful, a Counselor is committed to one objective: To provide intelligent and objective real estate advice that achieves the best results for a client or employer.



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Knowledge

COUNSELING IS AN ESSENTIAL SERVICE FOR THOSE WHO MAKE THOUGHTFUL, STRATEGIC REAL ESTATE DECISIONS



Real estate counseling is not a specific discipline such as brokerage, management, or appraisal. Rather, real estate counseling is a process—one that requires extensive

knowledge, technical competency, thoughtful analysis, and critical inquiry.

Real estate decision makers call upon the Counselor's in-depth real estate knowledge for a breadth of services, ranging from mergers and acquisitions to expert witness testimony.

A Counselor of Real Estate serves as the link between defining the problem and devising a solution of measurable economic value.

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Economic and fiscal impact studies
Feasibility studies
Financing
Asset management
Site location, relocation, and lease/purchase evaluation
Corporate real estate strategy
Commercial mortgage-backed securities (CMBS)



Expert witness testimony and litigation support and strategy
Investment analysis and strategy
Market research and demand/supply analysis
Highest and best use studies
Portfolio due diligence



Property management and performance evaluation
Eminent domain
Land use/master planning
Non-profit consulting
Tenant representation
Mortgage lending



Pension fund consulting
Public/private partnerships
Workouts
Environmental consulting
Facilities planning
Capital formation/syndication
Tax consulting
Teaching



Valuation and appraisal
Acquisitions/dispositions
Brokerage
Development
Ownership
Joint ventures



Educational consulting
Arbitration and mediation
International consulting
Exchanges
REITs
Mergers
Systems consulting
Registered investment advisory services

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WHY CHOOSE A COUNSELOR?

Experience

THE BEST ADVISOR LEVERAGES THE LESSONS OF EXPERIENCE TO ACHIEVE RESULTS

As the most respected real estate specialists in their markets, Counselors are the door openers who work with billions of dollars in real estate assets every year. Their real estate acumen has an impact on properties just across town and those on the other side of the world. No matter the size or scope of an assignment, Counselors leverage their experience to assess the past, present, and future and provide sound solutions on the entire spectrum of land and real property.



Housing and planned unit development
Agricultural and ranches
Parks and recreation



Multi-family
Urban redevelopment
Business parks
Build-to-suits
Affordable housing
Contaminated and stigmatized



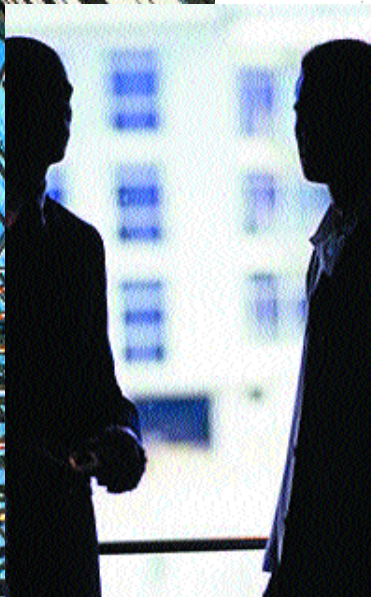
Office
Retail
Industrial, warehouse, storage
Leisure and hospitality
Government
Mixed use
Acreage and raw land



Stadiums and convention facilities
Senior and assisted living
Educational facilities
Golf courses
Marinas and waterfront
Casinos



Historic properties
Research facilities
Transportation facilities
Military
Cultural and religious institutions
Health care facilities
Utilities



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Wisdom

ONLY A SELECT FEW UNDERSTAND ALL OF REAL ESTATE'S COMPLEXITIES

Land and real property are vital to every business, every institution, every individual, and every human endeavor. As a result, the issues connected to real estate are complex, the available information is vast, and the choices are many. A Counselor of Real Estate possesses the knowledge, experience, and judgment—in a word, the wisdom—to confront the intricacies and problems that arise in such a broad field. An array of clients, from government to small business, relies on the wisdom of the Counselor to map the way to informed and wise decision making.

Architectural, planning and engineering firms
Appraisers
Investment bankers
Rating agencies
International political agencies



Developers
Privately held corporations
Individuals
Attorneys



Fortune 500 companies
Publicly held corporations
Lenders/mortgage bankers



REITs
Consulting firms
Advisory and investment management firms
Accountants
Brokerage firms



International corporations and partnerships
Pension endowments
Private equity/opportunity funds

Government agencies
Not-for-profits



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THE COUNSELORS OF REAL ESTATE

Integrity

TRUST IS ALWAYS IMPLICIT IN YOUR RELATIONSHIP WITH A COUNSELOR

Because laws do not govern the validity of opinions and advice, it is imperative that your real estate advisor be committed to integrity and honesty.

One of the Counselor's most valuable assets is a solid reputation. A Counselor of Real Estate adheres to the highest ethical standards and a code of confidentiality while serving as an advocate for a client. A Counselor may have to deliver unfavorable news...and will. But the client knows the Counselor's opinion is objective, candid, insightful, and informed. The client-Counselor relationship is grounded in trust.



CRE

THE COUNSELORS OF REAL ESTATE

Distinction

A COUNSELOR IS UNIQUE IN THE MARKETPLACE

In a commercial real estate world with more than 150,000 practitioners, only 1,100 advisors worldwide have been invited to call themselves Counselors of Real Estate.

As part of a selective membership process, Counselors demonstrate that they provide meaningful real estate counsel and that they are recognized for the highest levels of knowledge and trust in their business

relationships. The CRE membership process also requires evidence of outstanding accomplishment, impeccable judgment, and commitment to integrity in real estate.

Once a member, the Counselor acquires the “CRE” designation as a distinguishing credential. A Counselor—or CRE—is one of the most experienced and trusted advisors in real estate.



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For over 50 years, the most trusted advisors in real estate

Commitment

Knowledge

Experience

Wisdom

Integrity

Distinction

John McLaughlin III, CCIM, CRE
McLaughlin Investments, Inc.
8 New England Executive Park
Burlington, MA 01803
781-229-2022
jjm@mclaughlininvestments.com
www.mclaughlininvestments.com

Fees for Services:
Compensation for counseling is usually invoiced on an hourly or fixed fee basis. However, other fee arrangements may also be appropriate for particular assignments. Fees and fee structures are agreed upon on an individual basis.