



Counseling is an essential service for those who make thoughtful, strategic real estate decisions. A Counselor of Real Estate provides intelligent, unbiased real estate advice that achieves the best results for a client or employer. Most importantly, trust is always implicit in a relationship with a Counselor. 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 on the other side of the world.

In a commercial real estate world with more than 150,000 practitioners seeking attention, only 1,100 real estate advisors are able to call themselves Counselors of Real Estate. It is a designation for a select few who have been recognized by their peers, employers, and clients for their commitment, knowledge, experience, wisdom, and integrity in the real estate marketplace.

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 many diversified issues encountered in the broad field of real estate.

An array of clients, from government to small business, relies on the wisdom of Counselors to map the way to informed decision making.

Counseling clients include:

- **Government agencies**
- **Fortune 500 companies**
- **Publicly and privately held corporations**
- **Individuals**
- **Consulting firms**
- **Advisory and investment management firms**
- **Accountants**
- **Brokerage firms**
- **Pension endowments**
- **Private equity/opportunity funds**
- **Appraisers**
- **Investment bankers**
- **Rating agencies**
- **Architectural, planning, and engineering firms**
- **Developers**
- **Lenders/mortgage bankers**
- **Attorneys**
- **REITs**
- **Not for profits**

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.