



R³ (Research Request Response) Report

On

Commercial Property Management Firms in Atlanta

For

Jane Doe

ABC Corporation

ABC Corporation

SAMPLE

Research by:

cg-research.com

<http://www.cg-research.com>

1095 Zonolite Road, Suite 105, Atlanta GA. 30306
(404) 874-0544

February 10, 2005

COPYRIGHT STATEMENT

All material obtained is for research purposes only and is subject to the conditions and restrictions as stated in the U.S. Copyright and Intellectual Property Laws.

[US Copyright Office](#)

[US Copyright Law](#)

[Digital Millennium Copyright Act](#)



TABLE OF CONTENTS

DESCRIPTION..... 3

- CLIENT..... 3
- REPORT TYPE..... 3
- REQUEST DESCRIPTION..... 3

OVERVIEW..... 4

- TOP 15 COMMERCIAL PROPERTY MANAGEMENT FIRMS IN ATLANTA 4
- ATLANTA’S COMMERCIAL PROPERTY MANAGEMENT MARKET 4

MAJOR PLAYERS 5

- Jones Lang Lasalle* 5
- CB Richard Ellis* 5
- RREEF* 6
- Corporate Facilities Group (dba Facilities Engineering)*..... 6
- Trammell Crow Co.* 6

OTHER MAJOR PLAYERS..... 7

- OFFICE SECTOR FIRMS..... 7
- INDUSTRIAL SECTOR FIRMS 7

INDUSTRY OUTLOOK..... 8

- GENERAL ATLANTA ECONOMIC FACTORS 8
- Industrial Sector*..... 8
- Retail Sector*..... 8

RECOMMENDED NEXT STEPS 9

SOURCE OVERVIEW 10

- SOURCES..... 10
- COMPANY WEBSITES 10
- COMPANY RESEARCH 10
- OTHER 10



Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document.



DESCRIPTION

- **Client**
ABC Corporation

- **Report Type**
Industry Report

- **Request Description**
Please provide an overview of the largest commercial property management firms in the Atlanta area.

SAMPLE



OVERVIEW

- **Top 15 Commercial Property Management Firms in Atlanta**

These firms were identified in the *Atlanta Business Chronicle's 2004-2005 Book of Lists*. Their rankings were based on “square feet (SF) managed out of the Atlanta office.”

Rank Firm	SF (Millions)
1. Jones Lang Lasalle Inc.	61.0
2. CB Richard Ellis Inc.	58.8
3. RREEF	18.5
4. Corporate Facilities Group Inc.*	17.6
5. Trammell Crow Co.	17.2
6. Duke Construction	16.5
7. Carter*	14.2
8. M.D. Hodges Enterprises Inc.*	13.5
9. Cousins Properties Inc.*	13.3
10. Inland Southern Management Corp.	13.0
11. ProLogis	12.6
12. Jamestown*	12.4
13. Developers Diversified Realty	11.2
14. Spectrum Cauble Management LLC*	10.7
15. Selig Enterprises Inc.*	10.0

* Atlanta Headquarters

- **Atlanta's Commercial Property Management Market**

The Commercial Property Management Market is tracked in three or four sectors, depending on the source. *Atlanta Business Chronicle* includes office, industrial and retail, while DB Real Estate, a Member of the Deutsche Bank Group, which also owns RREEF, includes an apartment sector. Without exception, the organizations on the list above do more than property management. In a variety of corporate, private and partnership structures, they either also provide, or are affiliated in some way with other organizations that provide, a variety of real estate services. Their company descriptions include phrases like full-service, integrated, or comprehensive in discussing the range of real estate, financial and/or technical services they provide.





MAJOR PLAYERS

Company	SF Managed Out of Atlanta Office	2004 Revenue	Atlanta Executives	Other RE Services
Jones Lang Lasalle	61.0	\$64.2 million	Christopher J. Wasko; Mark Lucas; Greg Maloney, Paul Uber; John Padgham	Agency leasing; Capital markets; Corporate finance; Investment management; residential development & investment
CB Richard Ellis	58.8	\$64.7 million	Carol Bell	Asset services; Brokerage; Consulting; Corporate services; Debt & finance equity; Investment management; Retail
RREEF	18.5	€4.1 billion (parent company Deutsche Bank)	B. Scott Bodin; Faye Phillips, J. Bowden, Carolyn Inglis; Charlotte Sweetland	Dispositions; Acquisitions; Tenant Services
Corporate Facilities Group	17.6	NA (private)	Bob Gillespie, Bud Herring	Facility management; Property management; Technical consulting services
Trammell Crow	17.2	\$21.04 million	Brian Bowron	Building management; Brokerage; Project management; Development & investment

From: *Atlanta Business Chronicle's 2004-2005 Book of Lists*, "Atlanta's Top 25 Commercial Property Management Firms"

Jones Lang Lasalle

- CFO Lauralee Martin was named to the additional post of Global COO (January 2005).
- Jones Lang Lasalle advised Georgia Tech and managed the development of Technology Square, the \$180 million mixed use project in Midtown that opened in 2003 (Muto, Sheila. "Georgia Tech Project Renews Midtown Atlanta," *RealEstateJournal.com*, October 22, 2003. http://www.realestatejournal.com/columnists_com/bricks/20031022-bricks.html).
- Frank Mann is Managing Director of Jones Lang Lasalle.

CB Richard Ellis

- Recent hirings have brought a sales team from Trammell Crow to CB Richard Ellis. Brett Hunsaker, Senior Managing Director announced that Chris Riley, Frank Fallon

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this document.



and Brad Rodgers would be joining the firm's investment property group in January 2005.

- CB Richard Ellis was named one of Atlanta's "best places to work" by *Atlanta* magazine in June 2004 (<http://www.cbre.com/US/GA/Atlanta/Profile.htm>).
- John Shlesinger, Vice Chairman and Sam Holmes, Vice Chairman head the firm's office brokerage and corporate services operations in Atlanta.

RREEF

- RREEF is a subsidiary of Deutsche Bank.
- In October 2004, RREEF sold ten warehouses in Atlanta, significantly reducing RREEF's presence in the city. The sale was part of a larger, national portfolio deal valued at more than \$230 million (Schenke, Jaren. "Ten Atlanta Warehouses to be Sold by RREEF," *Atlanta Business Chronicle*, October 1, 2004. <http://www.bizjournals.com/atlanta/stories/2004/10/04/focus10.html>)
- Faye Phillips is the vice president and district manager for Atlanta.

Corporate Facilities Group (dba Facilities Engineering)

- Bob Gillespie is president of Corporate Facilities Group and Bud Herring is Vice President Operations & Engineering (<http://www.corporatefacilitiesgroup.com/team.html>).
- Gillespie started Facilities Engineering in 1995, which became Corporate Facilities Group in 2000. He left his job with Koll Co. (now CB Richard Ellis) when they told him he needed a college degree.
- His first customer was Home Depot, whom he brought with him from Koll.

Trammell Crow Co.

- Three Trammell Crow sales people left to join CB Richard Ellis in January 2005.
- Trammell Crow Residential began construction of a new 19-story, 270-unit, \$46.5 million condominium community in Buckhead in January 2005. The development, called "Ovation," is near the intersection of Peachtree Street and West Paces Ferry (Finkelstein, Alex. "Trammell Crow Starts \$47M Condo Project," *GlobeSt.com*, January 20, 2005. <http://www.cityfeet.com/News/NewsArticle.aspx?PartnerPath=&Id=10304>).
- Ron Terwilliger is CEO of Trammell Crow Residential in Atlanta.



OTHER MAJOR PLAYERS

• **Office Sector Firms**

	<u>Office%</u>	<u>Industrial%</u>	<u>Retail%</u>
Carter	84	10	1 (+ 5 “other”)
Cousins Properties Inc.	83	0	17
Jamestown	82	0	18
Jones Lang LaSalle	70	0	30
Corporate Facilities Group	65	10	25
CB Richard Ellis Inc.	60	15	25

• **Industrial Sector Firms**

	<u>Industrial%</u>	<u>Office%</u>	<u>Retail%</u>
M.D. Hodges Enterprises	100	0	0
ProLogis	100	0	0
Duke Construction	78	22	0
Trammell Crow	71	21	8
RREEF	68	12	20
Selig Enterprises	56	5	39

• **Retail Sector Firms**

	<u>Retail%</u>	<u>Office%</u>	<u>Industrial%</u>
Inland Southern Management Co.	100	0	0
Developers Diversified Realty	100	0	0
Spectrum Cauble Management	54	2	44

(Each firm appears in the sector representing over 50% of their SF volume. Source: “Atlanta Business Chronicle’s 2004-2005 Book of Lists.”)





INDUSTRY OUTLOOK

- **General Atlanta Economic Factors**

There continues to be a consensus that Atlanta is a good place to do business in general and commercial property management in particular:

1st in Inc. Magazine's "Best U.S. Cities for Doing Business" in 2004

Atlanta MSA population is expected to grow by 11.9%, compared to U.S. projected population growth of 4.8%

(Carter "City Overviews Atlanta")

Unemployment rates for both Atlanta and the state of Georgia dipped slightly during fourth quarter and remain below the national average.

(CBRE "Market View Atlanta Office")

Office Sector

- With 2004 at an end, it is clear that Atlanta's office market recovery is solidly underway. While this is a more gradual recovery than we have seen in past cycles, market indicators are consistently positive.

(CBRE "Market View Atlanta Office")

- The Atlanta office market experienced another strong quarter with its overall vacancy rate dropping from 20.1% to 19.7% in the fourth quarter of 2004. This is the third time since 2000 that metro Atlanta has put together three consecutive years of positive net absorption.

(Trammell Crow "MarketScope-Atlanta Office Market")

Industrial Sector

The consensus here is that trends are generally favorable, but recovery may continue at a slower rate than in other sectors.

Continuing the trend of 2003, 2004 saw the metro area's strongest industrial performance since 2000.

(CBRE "Market View Atlanta Industrial")

Atlanta's vacancies continue slow decrease in vacancy rates in the fourth quarter of 2004, while net absorption and construction both increased. Although improving, the Atlanta industrial market continues to see tenant consolidations, downsizings and business failures, resulting in continued pressure on rental rates.

(Trammell Crow "MarketScope-Atlanta Industrial Market")

Retail Sector

The prospects for retail remain good. Supply/demand conditions remain balanced. New construction volumes outpace absorption but not by a significant amount. Retailer expansions fuel the sector's growth, including modest rent increases.

(RREEF "2005 U.S. Real Estate Investment Outlook and Market Perspective")



RECOMMENDED NEXT STEPS

Further research could identify those firms offering a particular combination of services or (global) locations that were of interest. More specific information about selected companies could be compiled in order to provide a more in-depth view of the major players. Specific company financial performance and growth could be provided for most of the firms although several are privately held.

Several industry reports have been identified that give information on the companies and the industry in general. These reports may be purchased whole or in parts. Please contact cg-research.com for further information and discussion.

SAMPLE



SOURCE OVERVIEW

- **Sources**

Atlanta Business Chronicle's 2004-2005 Book of Lists, "Atlanta's Top 25 Commercial Property Management Firms"

- **Company Websites**

Jones Land Lasalle Inc.	www.joneslanglasalle.com
CB Richard Ellis Inc.	www.cbre.com
RREEF	www.rreef.com
Corporate Facilities Group Inc.	www.corporatefacilitiesgroup.com
Trammell Crow Co.	www.trammellcrow.com
Duke Construction	www.dukerealty.com
Carter	www.carterusa.com
M.D. Hodges Enterprises Inc.	www.mdhodes.com
Cousins Properties Inc.	www.cousinsproperties.com
Inland Southern Management Corp.	www.inlandgroup.com
ProLogis	www.prologis.com
Jamestown	www.jamestownproperties.com
Developers Diversified Realty	www.ddrc.com
Spectrum Cauble Management LLC	www.spectrumcauble.com
Selig Enterprises Inc.	www.seligenterprises.com

- **Company Research**

CB Richard Ellis Inc.	"Market View-Atlanta Office" Fourth Quarter 2004 "Market View-Atlanta Industrial" Fourth Quarter 2004
RREEF	"2005 U.S. Real Estate Investment Outlook and Market Perspective"
Trammell Crow Co.	"MarketScope-Atlanta Office Market" Year-end 2004 "MarketScope-Atlanta Industrial Market" Year-end 2004
Carter	"City Overviews – Atlanta" Year End 2004

- **Other**

Hoovers online for financial and headquarter location information.
