Why choose a Counselor of Real Estate?

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

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

Valuation and appraisal
Acquisitions/dispositions
Brokerage
Development
Ownership
Joint ventures
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.
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.
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.
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.
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.