

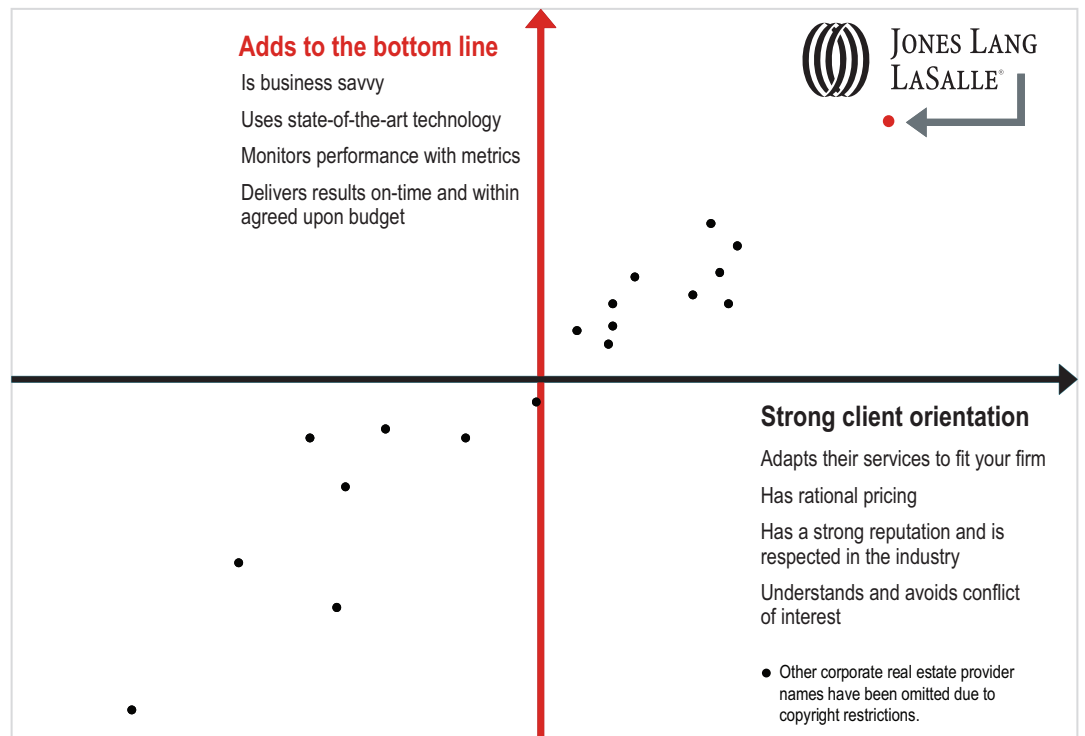
# Jones Lang LaSalle is ranked the **#1** corporate real estate services provider

Based on the 2009 Watkins Survey, Jones Lang LaSalle outranked 18 other corporate real estate service providers in everything from results delivery, business savvy and adaptability to rationality of pricing, reputation and financial strength.

## Watkins Perceptual Map

Watkins Research created a perceptual map using the respondents' ratings in evaluating and selecting corporate real estate service providers. The firms were plotted using eight key selection factors that were categorized as either "Strong Client Orientation" or "Adds to Bottom Line."

Jones Lang LaSalle is in the most desirable position on the perceptual map.



# 2009 Watkins Survey of Corporate Real Estate Service Providers

## How the survey was conducted

The Watkins Research Group, Inc., in a joint project with Flaspöhler Research Group, conducted interviews with 204 corporate real estate decision makers, representing North America's largest users of commercial real estate services.

The survey evaluated 19 corporate real estate service providers and identified key considerations in selecting these providers.

## Who responded

**204 individuals representing 182 companies:**

- 59 Fortune 500
- 37 Financial Times Global 500
- 142 public companies
- 32 private companies
- 8 government agencies

95% control or influence the corporate real estate decision process

## What factors respondents considered most important

Importance of evaluation factors as ranked by respondents	Factors	Jones Lang LaSalle's overall rating
1	Delivers results on time and within agreed upon budget	#1
2	Is business savvy	#1
3	Adapts services to fit my firm	#1
4	Understands and avoids conflicts of interest	#1
5	Has rational pricing	#1
6	Has a strong reputation and is respected in the industry	#1
7	Is financially strong	#1
8	Has offices in all the major markets where I need them	#1
9	Monitors performance with metrics	#1
10	Uses state-of-the-art technology	#1

## Where Jones Lang LaSalle ranked by service function



- |   |                                     |
|---|-------------------------------------|
| Strategic & Portfolio Planning            | Facilities and Property Management  |
| Transaction Management                    | Location(s) Advisory/Site Selection |
| Project/Construction Management           | Space Planning                      |
| Move/Relocation Management                | Real Estate Finance                 |
| Lease Administration                      | Workplace Strategies                |
| Facilities Operations & Building Services | Energy & Sustainability             |

## Why this means something to you

We put our clients' interests first and foremost in everything we do. Call a Jones Lang LaSalle real estate expert today. See for yourself where we rank.