

## | WHATEVER IT TAKES!

# CBRE

Words that Andy Ratner lives by in everything he does, and we are certain an attitude that has contributed to his long-term success. We joined Andy and his team to learn more about CBRE and why he believes that they are widening the gap from its many competitors in the industry.

CBRE is the largest real estate services company in the world and serves a broad and vast clientele. Its success serving its clients has led to many years of strong performance and profitability. This has allowed the firm to continually invest in its platform, technology and talent at levels far exceeding its competitors. As such, the innovative tools and resources they have created have helped them open doors and enable its professionals to establish a much deeper level of trust and alignment addressing the most critical issues impacting their clients' business. Clients appreciate that CBRE is pushing them to perform at a higher level, offering new ideas and being able to implement solutions that produce a successful client outcome.

One of the trends Andy is seeing in the market is the increased focus by clients to reduce costs and become more efficient in everything they do. The workplace, as CBRE has experienced from its Workplace 360 initiative, can transform an organization in ways thought previously unimaginable. CBRE brings new innovative concepts and technologies that will minimize costs, create agility and flexibility, and create an environment that attracts and retains the best talent.

Andy has always been a big fan of CoreNet and has personally seen the tremendous difference it makes in people's careers. CoreNet is the strongest educational Corporate Real Estate organization in our profession and he doesn't see any other organizations that offer the platform for growth as does CoreNet. CoreNet offers a networking commitment to young leaders and mentors. The organization provides donations to Junior Achievement yearly and, as a long-time board member of JA, he loves the support and give back that CoreNet delivers.

Eight years ago, Andy made the decision to join CBRE. Since that time, he has made a huge impact by building a strong team of brokers and professionals in the Greater Los Angeles and Orange County region and also by recruiting new brokerage talent to CBRE both domestically and globally. His overall contributions have been recognized by the firm in 2015 and 2017, when he received the America's President Performance Award and, in 2018, when he received the Extraordinary Performance in Extraordinary Times Award. These acknowledgements are only given to the "Best of the Best" at CBRE. Congrats on these amazing recognitions.

Seven years ago, Andy made a big professional move to CBRE. He has made a huge impact on a global level by recruiting new team members. In 2017, he received America's President Achievement award for helping reshape the company in a good way with his encouragement of new team members. This is a high achievement only given to the "Best of the best." Congrats on an amazing recognition.



*Very fitting, he wanted to share a team photo with some of his favorites. Thanks Andy for your support of CoreNet and to CBRE for their Platinum sponsorship.*