

Press release

PropertyPartners and Colliers International become partners

German Property Association encounters Globalisation

Düsseldorf, 1st June 2005

Germany's property companies are making increased foreign investments. In return, foreign investors are pushing their way on to the German property market. Increasingly, international groups need to seek advice in order to make optimum use of their property locations. By forging a new partnership with Colliers International, property consultants operating on a worldwide scale, PropertyPartners demonstrates how they have chosen to take these developments into account.

As Colliers PropertyPartners, the property association will, in future, be in a position to broaden its consultancy operations and bring them into line with international trends – as a result of the affiliation with Colliers International. International investor interests can be far better safeguarded with the backing of a worldwide organisation, just as the desires of those globally active parties expressing an interest in leasing can be brought to fruition. In this way, Colliers PropertyPartners clients can be expertly escorted on their journey away from the German market, into foreign climes, or can receive a more intensive service with regard to their existing foreign enterprises. This is because, on the foreign markets, Colliers PropertyPartners and their clients have access to a partner in each foreign branch of Colliers who functions as “local agent” with the necessary local expertise, yet who can, nevertheless, act globally. And, for Colliers International, the partnership does more than merely close a gap in Europe: this structured access to the German market streamlines the search for suitable properties.

Ownership with sole responsibility

The partnership with Colliers International is neither a fusion nor a takeover. For Colliers PropertyPartners, it signifies their status as a joint owner in the Colliers International brand. This form of partnership guarantees direct contact with other local markets and their market leaders – worldwide. Moreover, Colliers PropertyPartners receives – as is the case with all other partners – concrete service provision in terms of international business development, research, marketing and communication.

All members of Colliers International are legally and economically independent companies managed by individual owners. Each partner is thus economically responsible for himself. In contrast to branches or subsidiaries of large-scale concerns, a Colliers Partner can thus not expect to receive strategic subsidies from the organisation in the event that economic success does not come his way. "This is precisely why the partnership with Colliers International proves the best way to expand and build on our international activities", explains Renate Kölbl, press and media manager at Colliers PropertyPartners. She goes on to comment that "at the end of the day, we have been trading as PropertyPartners extremely successfully using this principle for more than four years".

Partner-based companies must also demonstrate a high level of responsibility in terms of service provision. Each partner is obliged to provide specific services in accordance with precisely defined quality guidelines tailored to high Anglo-Saxon standards. Consequently, customers receive unified levels of quality from Colliers International – on a worldwide scale. Furthermore, a strict Code of Conduct applies to all Colliers partners in addition to certain core values which are specifically adapted to the partnership in question.

Partnership structures prove the key to success

At Colliers International, decisions are not taken from top to bottom as they would be within a group. Instead, all decisions are nudged through and controlled with the aid of the so-called counter-current principle. The world board monitors both the membership agreement and the trademark protection, also determining the globally valid guidelines for service provision and marketing and communication measures. The three regional boards, namely the Americas (North and Latin America), Asia Pacific and EMEA (Europe, south-western Asia and Africa) are predominantly responsible for business development and research. The boards are selected by the partners themselves. There, decisions are taken using the majority principle. In future, Achim Degen, managing director at Colliers PropertyPartners, will represent the German Colliers partners on the EMEA board. Moreover, the planned restructuring of the world board creates the prospect of membership there as well.

About Colliers PropertyPartners:

Colliers PropertyPartners was founded in 2000 as PropertyPartners Immobiliennetzwerk Deutschland. The association comprises solely those local, independent property consultants specialising in commercial property. The members are as follows: Trombello Kölbl Immobilienconsulting GmbH, Düsseldorf, Schön & Lopez Schmitt GmbH, Frankfurt, Grossmann & Berger GmbH, Hamburg, Immobilien-Kontor Schauer & Schöll GmbH, Munich and Bräutigam & Krämer GmbH & Co. KG, Stuttgart.

With its total of 110 employees, Colliers PropertyPartners achieved transaction volumes amounting to approximately 870 million euros in 2004 in addition to a leasing volume of approximately 390,000 square metres.

About Colliers International:

Colliers International was launched in Australia in 1967. The partner-based organisation of independent, ownership-run companies is currently represented by 250 offices in 52 countries. Around 9,100 employees achieved sales in 2004 amounting to 940 million euros in addition to a transaction volume of 29.7 billion euros. Collins International Property administers a total of 61 million square metres worldwide.

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