



Global/National Real Estate Service Companies

THE BRADFORD GROUP (TBG) and its Principals offer an unprecedented depth of experience in supporting the special organizational, operational and compensation issues within large real estate service businesses. TBG has worked cost effectively, confidentially, and independently, providing solutions to critical issues for management, offering opportunity to enhance performance and operate more efficiently.

- Brokerage/transaction business organization, commission structure, incentives and operational efficiency;
- Executive regional management organization and incentive compensation structure;
- Effective operational transition and communication of change to employees/stakeholders;
- Developing an incentive pricing structure to enhance cross-client service integration;
- Transition issues related to growth, merger, acquisition and from operational restructuring for efficiency;
- Business Plan development and review;
- Operational review of Property/Asset Management, Investment Sales, Finance, Advisory, Other services;
- Organizational and Operational review of support services – Accounting, Leasing and Administration;
- Compensation for Operational Management levels of Property/Asset Management, Other Services.

TBG experience allows firms to independently assess the industry issues of cost control, productivity, consolidation, market penetration, cross functional sourcing, pricing and incentive. Additionally, our insight allows TBG resources to be engaged quickly, consistent with the time frame for decisions and action on the part of Boards of Directors, CEOs, and Senior Management.

TBG's knowledge of global service businesses allow it to operate in extremely confidential environments, focusing quickly on the issues, alternative courses of action and recommendations to support decisions regarding implementation and integration. The experience of TBG and its Principals is unmatched in the industry.

- TBG has provided annual compensation and organization consulting including: brokerage, regional/executive management, and property services business lines to several major US/Global Real Estate Service companies.
- TBG regularly conducts confidential surveys of compensation for key positions within Global and National Real Estate Service firms, including Senior Executive, National Executive, Business-Line Executive, Regional Management and Corporate Function Executive positions.
- TBG President James Wright led the review and recommendations for a restructured national brokerage commission plan for CBRE, successfully implemented as the company repositioned itself for global expansion.
- TBG President James Wright led a national reorganization plan for I/ESG at the time of its strategic commitment to growth as a global commercial real estate services platform.
- TBG Vice President Tom Townley worked with CBRE for over 25 years as the responsible corporate wide for executive for brokerage and regional management compensation, organizational development, incentive plans, and brokerage commission management.
- TBG prepared and recommended an innovative compensation plan for a newly formed regional property management and leasing company – contributing to its accelerated growth by focusing on longer-term results and client relationships.
- TBG President James Wright performed an extensive review of a national real estate service company, interviewing over 50 executives and management in 15 offices, leading to an integrated position on issues and priorities for growth, management structure and cost efficiency.
- TBG Principals and Associates have performed numerous assignments related to real estate and REIT leasing functions, compensation structure, organization, operations, administration, and property management.

[For further information](#)