

RISE Values

An Interview with Stephen B. Siegel, Chairman, Global Brokerage, CBRE

EDITORS' NOTE Prior to the merger with CBRE, Stephen Siegel was Chairman and CEO of Insignia/ESG. He initially rose to prominence in the industry at Cushman & Wakefield, where he became President and CEO at age 37. Renowned in the industry not only for the number of deals he has closed, but for his philanthropic activity, Siegel at one point in his career sat on more than 16 nonprofit boards. In 2015, he was celebrated, along with fellow honorees Queen Latifah and Danny Meyer, for his contributions to the Young Women's Leadership Network's College Bound Initiative, a program that creates opportunities for low-income students to attend college and serves nearly 13,000 students each academic year. He is regularly among the Commercial Observer's Power 100, a yearly ranking of the most powerful people in New York commercial real estate, and has been named by Crain's as one of the 100 Most Influential Business Leaders in New York City. In 2005, Siegel was featured in the Urban Land Institute's book, *Leadership Legacies: Lessons Learned from Ten Real Estate Legends* and, in 2011, he was featured in the best-selling Commercial Real Estate Brokers Who Dominate: Eight Traits of Top Producers. Siegel has also been honored with Commercial Property News' Lifetime Achievement Award.



Stephen B. Siegel

2024 revenue). The company has more than 140,000 employees (including Turner & Townsend employees) serving clients in more than 100 countries. CBRE serves clients through four business segments: Advisory (leasing, sales, debt origination, mortgage serving, valuations); Building Operations & Experience (facilities management, property management, flex space & experience); Project Management (program management, project management, cost consulting); and Real Estate Investments (investment management, development).

Will you highlight your career journey?

If I had to pick a highlight in my career it has been my involvement in growth geographically and services offered worldwide for three major brokerage firms. CBRE and the sale of Insignia ESG to them in 2003 could not have been a better choice.

How do you describe CBRE's culture and values?

Every great firm starts with great people and CBRE's focus on hiring and promoting the best is second to none. Providing every service available through internal expansion and acquisition to our clients is of paramount importance. Our RISE values are the foundation of our culture. CBRE's RISE values stand for Respect, Integrity, Service, and Excellence. These values form the foundation of the company's culture and guide its decisions and actions in business and in interactions with clients, employees, and shareholders. They are

central to CBRE's commitment to an ethical and values-driven workplace that fosters collaboration, trust, and a focus on achieving winning outcomes for all.

How do you focus your efforts as Chairman of Global Brokerage?

My current focus is on representing clients in developing their strategy for growth in the New York area or wherever needed, both on the tenant representation and landlord side of the business.

You devote your time and energy to many philanthropic causes. How do you decide where to focus your efforts?

As important as my business and clients are, philanthropy is as important. Instilled in me by my parents, giving back is automatic. I choose charities where I can make a difference with both time and money. I do not casually choose and have several very personal passions – for example, I am involved with Gift of Life who helped provide my wife Wendy's lifesaving stem cell transplant and National Jewish Health who has been involved in her double lung transplant as well as aiding many other friends and families.

What advice do you offer to young people interested in pursuing a career in real estate?

The real estate business and its many diverse opportunities is still a career path I recommend to young people all the time. CBRE has a summer intern program that is spectacular as an introduction to hundreds of young undergrads from around the world. It proves to be the first step for many for a long career in the business. ●

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