

HQ Global, CBRE Form Marketing Alliance

By Therese Fitzgerald, Editor/Ancillary Products

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In one of the more logical partnerings of late, **HQ Global Workplaces** and CB Richard Ellis Inc. formed a joint marketing alliance. Under the new program, CBRE will help **HQ Global** market itself to major corporations and HQ will be able to offer a more full-service solution for its clients.

"The primary reason people leave us is they outgrow their space," said **HQ Global** CEO Steve McNeely.

CBRE president of Global Corporate Services Steve Swerdlow said his firm will, when appropriate, refer clients with short-term needs to **HQ Global** and it will assist the company in marketing itself to companies CB does not represent. "We're going to have an organized approach helping them go after more corporate accounts," said Swerdlow.

In addition, CBRE, which responded to an RFP issued by **HQ** in January, will become the "broker of record" for HQ's real estate needs--its centers currently occupy 4.5 million square feet, McNeely said.