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## CB Richard Ellis Announces Rebranded Private Capital Group

EAST LANSING –June 9, 2011—CB Richard Ellis Group, Inc. (CBRE) recently announced that it has changed the name of its Private Client Group, which serves the real estate investment needs of individual investors, to the Private Capital Group, reflecting the broad array of capital solutions available through the CBRE platform.

“Our Private Capital business model has proven to be the most powerful in the sector, and our terrific leadership team has provided our professionals in this group with the best practices and resources available in the industry,” said Chris Ludeman, President, Americas Brokerage and Capital Markets, CB Richard Ellis. “We are committed to being practice leaders in every market that we provide services to our clients, and this rebrand will further our goal.”

“The Private Capital Group name underscores our capital markets capabilities and maximizes the synergies between our investment sales and debt & equity finance businesses to better serve our clients,” added Mr. Ludeman. “The rebranding also more clearly defines our client base, market specialization and further differentiates us from our competitors.”

CBRE’s Private Capital Group provides unparalleled services to private real estate investors. With over 90 teams specializing in and dedicated to more than 50 markets across the United States, the Private Capital Group represents private investors in marketing and selling assets uniquely suited to the private capital arena. The group’s clients are typically individuals and partnerships who have their own capital at risk for the purpose of building personal wealth, and their investment goals are met by maximizing value in every assignment and by providing them the finest advisors in the industry.

The CBRE Private Capital Group offers clients real estate disposition and financing services; asset review and financial analysis and investment strategy development; and due diligence support, among other services. The group’s nationally populated, proprietary, web-based investor database profiles an ever-changing and growing set of investors, numbering more than 120,000 and including 1031 exchange investors.

“The Private Capital Group puts the power of CBRE’s comprehensive real estate services platform behind every transaction,” said Van W. Martin, CCIM, SIOR, CRE. “The CBRE West Michigan Private Capital Group is committed to bringing those resources to private and individual property investors throughout West and Mid Michigan.”

### **About CB Richard Ellis/Martin**

CB Richard Ellis/Martin is a CB Richard Ellis affiliate office serving Mid-Michigan. CB Richard Ellis/Martin offers strategic advice and execution for property sales and leasing; corporate services; property, facilities and project management; appraisal and valuation; and research and consulting. Please visit our web site at [www.cbrelansing.com](http://www.cbrelansing.com).

**About CB Richard Ellis**

CB Richard Ellis Group, Inc. (NYSE:CBG), a Fortune 500 and S&P 500 company headquartered in Los Angeles, is the world's largest commercial real estate services firm (in terms of 2010 revenue). The Company has approximately 31,000 employees (excluding affiliates), and serves real estate owners, investors and occupiers through more than 300 offices (excluding affiliates) worldwide. CB Richard Ellis offers strategic advice and execution for property sales and leasing; corporate services; property, facilities and project management; mortgage banking; appraisal and valuation; development services; investment management; and research and consulting. Please visit our Web site at [www.cbre.com](http://www.cbre.com).