



Commercial Real Estate Services, Worldwide.



For Immediate Release

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**NAI Global Ranked Among Top Six Commercial Real Estate Brands
in the 2024 Annual Lipsey Survey**

Greenville, South Carolina (February 2024) - NAI Global, a leading, global commercial real estate firm, earned the top sixth spot in the 2024 Lipsey Survey of Top 25 Commercial Real Estate Brands. The survey was conducted among 100,000 commercial real estate professionals using a combination of ballot voting, phone interviews, and focus groups to identify the top global brands. NAI Earle Furman is an Office of NAI Global.

“This recognition is wonderful and well-deserved,” said Jason Richards, Global Business Director & Shareholder. “NAI’s unique structure allows its member firms the ability to be entrepreneurial and to serve their clients in extremely customized ways, so it’s not surprising that the brand is consistently one of the most well-known and respected in the world of real estate.”

The survey is conducted by The Lipsey Company, a leading training and consulting firm specializing in the commercial real estate industry to equip organizations and their practitioners with the skills necessary to succeed in today's competitive environment. The 2024 survey results can be found here:

<https://lipseyco.com/top-commercial-real-estate-companies/>

About NAI Earle Furman

NAI Earle Furman (NAIEF) is the Upstate’s premier commercial real estate brokerage and property management firm that has been providing superior results to its clients for over thirty years. With Upstate offices in Greenville, Spartanburg, and Anderson, NAIEF delivers creative solutions to ensure client success while promoting a culture of collaboration, drive, and innovation. The company’s unique shareholder-owned structure creates an engaging environment that thrives on mentorship and common goals. Invested in the community and its people, the NAIEF team is committed to being experts in the field of commercial real estate and improving the Upstate market through its wide range of quality client services.

In 2017, NAI Earle Furman joined forces with NAI Piedmont Triad (based in North Carolina) to form a creative commercial real estate collaboration across state lines. Together, they expanded their market footprint in 2019 by partnering with the newly rebranded NAI Columbia (formerly Avant) group operating in the South Carolina Midlands, and later merging in 2023. This strategic alliance equally benefits all three firms with additional manpower, expanded

resources, and ever-evolving cross-market projects fueled by combined expertise. Learn more at www.naief.com

Relationships formed through outstanding local service are transitioned across the globe. This collective services platform provides an expansive yet nimble and responsive structure that enables these firms to efficiently deliver superior results.

For more information, visit www.naiearlefurman.com.

About NAI Global

NAI Global is a leading global commercial real estate brokerage firm. NAI Global offices are leaders in their local markets and work in unison to provide clients with exceptional solutions to their commercial real estate needs. NAI Global has more than 325 offices strategically located throughout North America, Latin America, Europe, Africa, and Asia Pacific, with over 5,800 local market professionals, managing in excess of 1.1 billion square feet of property and facilities. Annually, NAI Global completes in excess of \$20 billion in commercial real estate transactions throughout the world.

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