

CB Richard Ellis RealtyTrust

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INVESTORS
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After and Before: A Case Study from design matters

A tale about after and 'fore I shall tell
of a tight branding project that went rather well
How research and copy and graphics took part
in getting this REIT fund off to a fresh start.

One day a good master displayed his REIT book
and asked, as the experts, if we'd take a quick look.
We're selling okay, he said with a sigh,
but I feel like we're floundering, and the costs are so high.

We looked far and wide, at the worst and the best.
We searched the four corners, the east and the west.
And after collecting good samples galore,
we analyzed which had a lasting allure.

We interviewed wholesalers, execs and pros,
who offered advice as to how a REIT grows.
They told us what features and facts to anoint
So then we could craft each astute selling point

Where once it was tarnished, we burnished the brand,
which gave the REIT's sales team a big helping hand.
Such messaging we found was aimless or sloppy,
we sharpened our pencils and fixed with new copy

New charts, maps and graphics we made to begin,
then we strengthened the package the sales kit goes in.
We printed and folded and varnished and glued,
so the kit now presented a new attitude.

The master was happy, his sales team was singing
the praises this new kit from F.A.'s* was bringing.
Investments are up, some new properties bought.
"My REIT now is raising the money it sought."

Which brings us to now, and the point of our tale,
which was not, we confess, simply made to regale
you with stories of client praise excesses,
nor simply trumpet our firm's many successes.

Rather, the point of this story, as told,
is a lesson whose moral just never grows old:
The end of a project is just the beginning;
design matters thrives when its clients are winning.

**financial advisors.*