

Brand Attributes

Brand attributes represent Cushman & Wakefield's most dominant brand characteristics. They are used to differentiate Cushman & Wakefield from our key competitors.

How do I use Brand Attributes?

The Brand Attributes will inform, and are a good source of content for, external communications. They should also inspire us as we make decisions for our clients and therefore greatly influence the way we lead our teams and work together.



Strong bias for
ACTION



Rigorous focus on
RESULTS



Value created through
INSIGHT



The right **PEOPLE** powered
by the right **PLATFORM**

