

IFM at the new C&W



Capitalizing on a Unique Industry Position: Self-Delivery of Facilities Services

As we continue to build on the best of our legacy companies, we're pleased to introduce a new delivery model that will expand our collective sales and client service opportunities, and identify accounts and opportunities to cross-sell and up-sell to leverage our firm's combined strength.

With our new model, Cushman & Wakefield can self-deliver facility services through C&W Services, providing an integrated offering to clients while also boosting shareholder value. The model has two noticeable changes:

- The use of C&W Services as a self-delivery arm for janitorial, mobile and on-site maintenance, critical environments, landscaping and office services.
- Our new Commercial Procurement organization, led by Dan Dearey, will evaluate and identify preferred providers for those services not provided by C&W Services.

The Cushman & Wakefield strategy is always to do the right thing for the client. Integrating janitorial, maintenance and other facilities services into larger facilities or property management contracts provides many benefits to the client. When we self-deliver services, we eliminate handoffs, create better accountability and efficiency. These benefits have already been realized by clients such as Citi, UTC and Ericsson – and by Cushman & Wakefield.

- For new clients, our new standard is to self-deliver as many of the services as our combined businesses are capable. However, there may be some situations and services where subcontracting may be the better option. C&W Services will make the determination and for those situations, we will use proven preferred supplier partners as designated by our new Commercial Procurement organization.
- For existing clients, our ultimate objective is to determine how we can realize the unique value we now have to self-deliver more services. We ask that you evaluate using C&W Services and position this with your client going forward as an enhancement to our service offering.

Managers of accounts or properties that include facilities services will be asked to participate in a survey to help identify current suppliers and opportunities for C&W Services. Please stay tuned for further communication on this topic.

For more information on cross-selling opportunities for facilities management, property management and facilities services, contact [Steve Herbst](#) of C&W Services or [Chris Browne](#) of Cushman & Wakefield.



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