

Congratulations Again!



Jones Lang Wootton

for
being awarded

THE BRANDLAUREATE AWARD

2007-2008

CATEGORY

REAL ESTATE Advisory Services



Jones Lang Wootton's Real Estate
Services include:

- Property Research and Consultancy • Property Valuations
- Property Agency - Sales and Purchases - Leasing - Tenant Representation
- Property and Facilities Management
- Landlord Representation

In association with Jones Lang LaSalle worldwide



thebrandlaureate™
The Grammy Awards for Branding

ADVERTORIAL

Time Proven Principles Of Professional Ethics

At Jones Lang Wootton (JLW), providing property advisory services is a passion, not simply just work. A spokesperson for the firm enthuses, "We are honoured and inspired to receive this BrandLaureate award yet again, as it speaks volumes about our highly reputable services. We believe this award recognises our strong position in our industry and reinforces the value the firm can bring directly to clients and indirectly to the public at large."

JLW's consistent, quality service has always been a distinguishing characteristic and positions the firm, as one of Malaysia's leading, single-source property solution providers. The firm is committed and takes pride in its work, to deliver a host of services including: Research, Consultancy and Advisory, Property and Facilities Management, Valuations and Agency (which includes sales and purchases, leasing and landlord and tenant representation).

"JLW is honoured and inspired to be recognised for its leadership in real estate advisory services and to yet again receiving the BrandLaureate Award"

One of the main reasons JLW stands out in the property industry is that the firm is founded on strong ethical principles. JLW looks for exceptional people and from the outset, every member of the firm is informed of the firm's philosophy with regard to professionalism, integrity and best practices and trained accordingly. Each of JLW's professionals signs a code of conduct and is held accountable to adhering to the highest ethical standards and supporting professionalism. This is what enables JLW to stand out in the property industry and it is what the firm is most proud of.

Unfortunately, not all in the real estate service industry, governed by The Valuers, Appraisers and Estate Agents Act 1981 and Rules 1986 (as amended), follow such ethical and honest business practices. However, the numerous clients in Malaysia, who share the same philosophies as JLW, make it possible for a firm like this to be successful.

The quality of valuations is a major concern in respect of the profession and something very close to JLW's heart. In JLW's view, the quality of professionalism in valuations leaves much to be desired. There is an obvious failure in creating a higher

platform, which concerns JLW, because of the potential social implications of valuations which only meet the absolute minimum

"JLW's service excellence is founded on strong market intelligence, multi-disciplined competencies and commitment to delivering the best advice"

standards. Furthermore, bad valuations can adversely impact on the decisions that follow and JLW will not be influenced by anybody attempting to dictate values.

JLW applies "a duty of care" in the provision of all its services. In property agency practices there are

tendencies for the service provider not to exercise good practices for personal gain. It is not uncommon for an agent to simply just want "to do the deal" at the expense of the client's best interest. This mal practice would never be tolerated by JLW.

In office leasing, for example, JLW's approach is not simply just to fill space in buildings, but to maximise value for the client. JLW recognises that a fully occupied office building with the right tenancy or lease terms and tenant mix will result in good and sustainable rental income.

In agency, historically the larger transactions have always been done on a private treaty basis because it allows for flexibility in negotiations and brings out the best in a marketing agent, reflecting on integrity and professionalism. There is a current trend in Malaysia's commercial property market to sell a property by tender, however, this is a rigid, administrative method of sale which restricts the qualities of a good agent and also sometimes suggests that a vendor client has little confidence in the agent achieving the best results. JLW recognises that there are "horses for courses" for the private treaty and tender modes of sale, but believes the former is the most likely to conclude with a truly satisfied client.

In property management, JLW believes that if many of the investment properties in Malaysia are to compete on an international basis, a high quality of property and asset management by professional Property Managers with the right skills, experience and integrity is



vital. JLW's quality property management has been complimented to match the best internationally, both in the physical and financial management of the assets under its care.

Common property either in a stratified building or in a comprehensive development (common estate) requires day to day management, which looks after the interests of all owners and occupiers from a physical, financial and investment point of view. In the absence of good, professional management in some developments the interests of the owners and occupiers have not been best looked after. This scenario has given cause for new legislation to be gazetted to better look after the owners' interests.

JLW recognises that property management is not purely physical management, it also includes the fiduciary and financial obligations of managing a property. JLW manages a large annual rent roll and to date "has not lost a cent", which reflects JLW's best practices, methods and procedures.

"JLW will not hesitate to express a professional opinion to a client knowing very well that a client would prefer to hear otherwise"

JLW's research and consultancy services are much sought after by developers, investors, occupiers and public institutions. The team has built up a specialist expertise through substantial experience on some of the most challenging assignments and is able to advise on the shape and form of developments, which gives financiers that much needed comfort.

Research lies at the heart of the firm's business and has always been one of JLW's core competencies. Many in the real estate industry pay attention to JLW's research and look to the firm for credible property solutions. Supported by a sophisticated database of precise historic and up to date information, JLW has a

"Many in the industry pay attention to JLW's research, which has always been one of the firm's core strengths"

comprehensive understanding of market cycles, which enables the firm to deliver quality, professional advice. It stands to reason that the better quality the research, the better quality the decision.

JLW, with international associates Jones Lang LaSalle, regularly publishes a range of local, regional and international reports including high value add comprehensive Quarterly Market Reports on an exclusive subscription basis. These reports cover all sectors of the market and provide clients with intelligence to seize market opportunities and make decisions ahead of their competitors.

Maintaining very high ethical standards requires the right training, innovation, commitment and determination; Jones Lang Wootton has all four and another BrandLaureate award bears testimony to the philosophies, practices and views of the firm.