

**From the Memphis Business Journal:**

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# Commercial Advisors adds Cushman to name

**Premium content from Memphis Business Journal - by Andy Ashby**

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Commercial Advisors LLC and Commercial Alliance Management LLC are getting back to their roots. Their national roots.

Commercial Advisors has changed its name to Cushman & Wakefield/Commercial Advisors while Commercial Alliance Management will now be called Cushman & Wakefield/Commercial Advisors Asset Services.

The change will capitalize on the strength of the world's largest privately-held real estate firm, according to **Larry Jensen**, president and CEO.

"The change supports the seamless delivery of services on a local or global assignment," he says.

The companies have been associated with Cushman & Wakefield since 1982.

"This transition allows for stronger alignment between Cushman & Wakefield and Commercial Advisors, while preserving Commercial Advisors' local ownership, brand and independence," Jensen says.

[The Commercial Alliance](#) logo, signs, website and fliers will be changing over to Cushman&Wakefield/Commercial Alliance.

Some thought the company should use just the Cushman & Wakefield logo, according to COO **Wyatt Aiken**.

"We have found that people in Memphis associate the Commercial Advisors name with excellent service... and we did not want to throw that away," he says.

The name change also provides connectivity between the Commercial Advisors and Commercial Alliance brands.

"We offer our clients the power of a global platform combined with local decision making," **Kemp Conrad**, principal, says. "This branding shift demonstrates that our clients can draw from Cushman & Wakefield's deep resources while still working with advisers who understand their needs and the local marketplace."

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