



JLL Expands Silicon Valley Brokerage Team

Sofi Choi and Steven Chon join firm as Senior Vice Presidents, bringing foreign language capabilities and multinational experience

PALO ALTO, March 21, 2014 – JLL (NYSE: JLL) announced that Sofi Choi and Steven Chon have joined the firm as Senior Vice Presidents in the Palo Alto office. They bring further experience, as well as additional language capabilities, to an already strong team providing expert representation to Silicon Valley landlords, tenants, investors and developers.

Sofi Choi has over 13 years of experience in property management, development, and commercial brokerage. Choi has provided investment, leasing, and strategic consulting services to both private capital and public corporations. She has assisted multinational corporations based in Silicon Valley with office and industrial space requirements and relocations and has also counseled investors with hospitality, multifamily, and retail properties. She joins from Cassidy Turley and has also worked for Grubb & Ellis.

Steven Chon has over 10 years of experience in representing multi-national firms in Silicon Valley and the Asia Pacific with assignments ranging from tenant representation and agency leasing to site acquisition and disposition for R&D and office properties. Chon's clients include professional service providers, contract manufacturers, and technology firms where he's called upon to execute projects locally and throughout the United States. Chon has also represented high net worth individuals investing in retail, hospitality, and multifamily properties throughout the United States. He joins from Cassidy Turley and has also worked for Grubb & Ellis.

"Sofi and Steven are both accomplished brokers with a keen understanding of real estate from the operational perspective and the ability to quickly grasp issues and identify opportunities," said Andy Poppink, Managing Director, JLL. "In addition, they both have a global perspective and multiple language capabilities, which will create additional benefit for our clients and for the Silicon Valley team as a whole," he added.

Choi is active in the California Lodging Association, Association of Silicon Valley Brokers (ASVB), and Cornell Hotel Society. She is also a faculty member of the Business School at the University of Phoenix where she teaches hospitality and business courses. Choi studied as an undergraduate at UC Berkeley, holds an MA from Seoul National University and an MBA from the Hotel School at Cornell University.

Chon holds an MBA from Yonsei University in Seoul, and a BA from San Francisco State University. Prior to real estate, Steven worked in consulting executing projects throughout the North America and Asia Pacific.

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About JLL

JLL (NYSE:JLL) is a professional services and investment management firm offering specialized real estate services to clients seeking increased value by owning, occupying and investing in real estate. With annual revenue of \$4 billion, JLL operates in 75 countries worldwide. On behalf of its clients, the firm provides management and real estate outsourcing services for a property portfolio of 3 billion square feet and completed \$99 billion in sales, acquisitions and finance transactions in 2013. Its investment management business, LaSalle Investment Management, has \$47.6 billion of real estate assets under management. For further information, visit www.jll.com.

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