

# Newmark hires rainmaker as head of Germany

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US broker plans to open offices in all major German cities



Marcus Lütgering will be based in Munich

- **What** Newmark has appointed big-hitter as its head of Germany
- **Why** US broker has built up a 1,000-person European operation in three years
- **What next** Marcus Lütgering to lead formation of Newmark's German business, which it plans to roll out in all major cities

US powerhouse broker Newmark Group has hired a head of Germany as it continues with its rapid expansion into Europe, *Green Street News* can reveal.

The Nasdaq-listed firm has appointed Marcus Lütgering – formerly JLL's head of office investment and a star capital markets adviser – to lead the group's charge into Germany. He will oversee Newmark's brokerage operations in

Germany, including recruiting, strategic direction, business development and client service.

Newmark Group, which was founded in Manhattan in 1929, has been quickly expanding into the UK and European markets over recent years. The high-profile appointment of Lütgering forms part of a concerted strategy to build up a team in Germany and grab a significant share of Europe's second largest real estate market.

## **Broker targeting offices in every major German city**

Newmark's formal entrance into Munich builds off the firm's existing business activities, which include transactions and consulting advisory in major cities including Berlin, Düsseldorf, Essen, Frankfurt am Main, Herzogenaurach, Cologne, Munich and Münster. Newmark plans to open offices in all major German cities.

*“When we put a leg on the ground, it is one with a lot of muscle on it. An exceptional professional like Marcus brings a lot of muscle to Newmark”*

BARRY GOSIN, NEWMARK

Barry Gosin, Newmark's chief executive officer, said: “Germany stands as a premier global financial and industrial center, home to 50 Forbes Global 2000 20241 companies, including major banks and other financial institutions, leading manufacturers and technology companies, as well as the European Central Bank.

“Under Marcus' leadership, our new German flagship offers tremendous opportunities for networking, partnerships and business expansion as we aim to capitalise on the country's economic strength and investment opportunities.



Marcus Lütgering

“We expect to be in nearly all major cities in Germany and expand the success of our global platform across the country, emulating our leading occupier and investor advisory capabilities.”

Munich-based Lütgering is one of the biggest names in German real estate. As well as leading JLL’s office capital markets team, he formed part of the agent’s EMEA office board and was also a member of the firm’s strategy board for Germany. Over the course of his career, Lütgering has worked on deals totalling €36.8bn.

Lütgering said: “I am incredibly honoured to lead Newmark’s expansion in Germany. This opportunity represents a significant milestone, for Newmark and also personally. I look forward to leveraging my experience in the industry to drive growth, innovation and exceptional client service in one of Europe’s most dynamic markets while contributing to Newmark’s global success.”

Newmark has now made eye-catching acquisitions and major hires in the UK, France, Germany, Poland and Hungary. When *Green Street News* asked Gosin how the various businesses would sync up, he said: “We hire

specialists at the top of their game, who already have an established core business.”

## European team of 1,000

In March, Newmark opened a Paris office with [industry veterans Francois Blin and Emmanuel Frénot](#) to lead the 35-person strong team. In 2023, the company acquired [Gerald Eve](#), a London-based real estate advisory firm. Newmark previously bought London specialist BH2 in 2022.

*“I look forward to leveraging my experience in the industry to drive growth, innovation and exceptional client service in one of Europe’s most dynamic markets”*

MARCUS LÜTGERING, NEWMARK

In less than three years, Newmark has built a European headcount of approximately 1,000 professionals and generated approximately \$300m in annual revenues from its EMEA operations over the 12 months to June.





Barry Gosin, Newmark CEO

Michael Lehrman, Newmark’s UK president, added: “This expansion offers a unique opportunity for our UK and France teams to strengthen and expand client relationships in Germany, synergising our top talent across Europe and North America to enhance our service offerings and solidify our position in the marketplace.”

Gosin added: “The real estate market has provided a generational opportunity to assemble a great team of professionals.”