

## CBRE appoints Sharief Ibrahim as UK Head of Residential Agency

2 years ago



[CBRE](#) has appointed Sharief Ibrahim as its UK Head of Residential Agency, in a move that brings together its sales and lettings practices under one leadership.

Ibrahim joined CBRE in 2016 and was promoted to Head of Lettings in 2019. During his tenure, he has led a market-leading lettings team, which held a 29% market share in the build-to-rent space in 2022.

Ibrahim also spearheaded CBRE's residential affiliate model, which has grown to 15 self-employed sales and lettings staff since launching in August 2021. It is the only model of its type in London's market.

In the newly created role, Ibrahim will oversee circa 90 staff across residential sales, international sales, lettings, and property management. He will work with Julien Mills, Head of New Homes, to deliver exceptional outcomes for the firm's residential development clients.

Sharief Ibrahim, head of Residential Agency, UK, said: "Taking a more unified approach to our sales and lettings services is a really exciting opportunity for the residential team, and one I look forward to putting my stamp on. We're increasingly witnessing the lines being blurred between landlord, vendor, tenant, and buyer. Our clients are often more than one of these, so we're ensuring we deliver a service with both clients and consumers in mind."

Luke Mills, Managing Director, UK Residential, CBRE, said: "Sharief was the natural candidate to take on this position, given his impressive track record and the ongoing success of our lettings business under his leadership. Bringing together our sales and lettings practices will ensure we are better aligned to the needs of our clients, and the delivery of their schemes, and will allow us to provide an even more seamless service."

