



# Project Management: Getting it right from Day One.

Managing a corporate real estate project is a complex undertaking best left to professionals. But how do you know when to get professional project managers involved in the process?

At Cresa, our answer is simple: the sooner the better. In our experience—which is considerable—we’ve found it best to immerse our team in the project before the lease is signed, before the site is selected, even before the site criteria are established. When you get us involved from Day One, we can help you make sure your new space is fully aligned with your business objectives, time frame, and budget.

## Getting to know you

Right from the start, we want to learn exactly what you need in a workspace. We want to know—in as much detail as possible—who the space is for and what functions it needs to perform.

To us, every one of your departments is a project in itself, each with its own unique needs and “must-haves.” Our team partners with your people, on virtually a day-to-day basis, to help you figure out the nuts-and-bolts requirements of each department. From there, we can formulate an overall workplace strategy that addresses the company as a whole.

## Finding the right space

Once the right workplace strategy is in place, our project managers collaborate with our site selection and transaction teams to identify potential sites, to carefully evaluate each of them, to narrow them down to a select few, and finally to complete the deal.

# Ask yourself this

Before you undertake a major real estate project, a few questions are definitely in order:

**Have our space needs been thoroughly assessed, department by department?**

**Do we know, in detail, everything we absolutely must have in our new space?**

**Have we identified multiple spaces that fit our selection criteria, and have we ranked those spaces in a meaningful way?**

**Do our people know where to find all the vendors we need, and are they comfortable negotiating contracts with each of them?**

Together, we create a Site Selection Matrix that establishes the selection criteria, weights those criteria in terms of importance, and forms the basis of our scoring and ranking of each potential site. The idea is to give you a thorough understanding of the pros and cons of each site before you make your final selection.

## Recruiting the right partners

Each project presents its own set of challenges, so it's important to assemble a lineup of suppliers and advisors you can count on. According to your needs, we align our partner recruitment with your own procurement procedures. We can build on your past relationships, provide you with best-in-class options, or do a combination of the two.

We develop comprehensive RFPs that serve to attract and engage potential partners. We review all proposals and rate them, then we interview, negotiate contracts with, and supervise the engagement of all prospective firms, including:

- Architects; interior designers; mechanical, electrical, plumbing, life/safety, and other engineers; civil/landscape designers; signage; acoustics; and more
- General contractors or construction managers, subcontractors, and vendors where appropriate
- Technology suppliers providing infrastructure for cabling, voice systems, data networks, audio-visual, and sound masking
- Manufacturers and dealers for workstations, office furniture, art, food service, and whatever else you require

## Execution is everything

Even the most meticulous planning means nothing if the execution falls short. The orchestration of the design, construction, and move process is where our experience really shows.

It's our job to make sure that schedules and budgets remain on track, and that every dollar adds value to the workplace. We conduct regular team meetings with your people and keep a complete, constantly updated list of action items that demand attention.

We take charge of:

- **Budget**—advising you of any issues, extracting potential savings, preserving funds for higher levels of amenities
- **Schedule**—overseeing design and construction schedules, informing you of key dates, making sure your people have time to plan
- **Coordinating installs**—supervising cabling, audio-visual, office and system furniture, graphics, signage, artwork, and food service installs, making sure all contractor schedules are coordinated
- **Relocation Management**—planning and managing the entire move, performing as many specific tasks as you need

The idea is to effect a seamless transition, to keep your people working with as few distractions as possible. With our project managers on your side, you can be sure that will happen—on time and on budget.