



No two portfolios are ever the same.

Real estate portfolios are complex. Each has its own unique set of variables, issues, challenges, and opportunities. Each must be sensitive to the strategic needs—and capital constraints—of your business.

How does your portfolio measure up?

If space costs are the second-biggest item in your budget, how can you be sure you're getting the most value for your dollar? How do you meet current space needs while anticipating unexpected ones? How do you weigh priorities, test scenarios, and compare solutions—all in a field far from your own core competency?

At Cresa, we deal with these challenges every day. Tenants all over the world rely on our broad spectrum of experience to give them the objective, outside perspective they need to look at their space requirements in the context of an overall business strategy.

Understanding the issues

We know the types of issues you're likely facing with your portfolio. What is the business need? What kind of space helps you get there? What type of space works best for different business functions? Where should it be? What should you pay for it?

Our methodologies address these challenges on a granular level, digging beneath the surface of a portfolio to address the nuance of each situation.

Different solutions based on different priorities

We create scenarios, each one based on a different business priority—cost, timing, impact on operations, etc.—and each one meticulously analyzed and mapped to your business objectives. From these scenarios come a number of possible solutions, and typically a hybrid solution ultimately becomes the recommended course of action.

Ask yourself this

Real estate may not be your core business, but it can have an outside effect on overall business performance. With that in mind, you can find out a lot about the current state of your portfolio just by asking a few simple questions:

Do we know when we're likely to run out of space?
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Do we have a plan to keep that from happening?
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Does our space fit in with our business strategy?
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If we need 200 new seats in the next 30 days, do we know what we'll do?
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These are not trick questions. If you can't get a reasonable answer from within your organization, a five-minute phone call with us could be quite enlightening.

Our analytics illustrate the implications of stakeholder priorities on your portfolio, allowing you to see the value of various demands—to help you make well-informed decisions.

Real understanding

From rigorous analysis comes a true understanding of your business case and a true assessment of your space needs over time. Once armed with this information, we can use it to help you in a number of important ways:

■ Measuring your performance

Our analyses give you a clear picture of your portfolio, highlighting those assets that are underperforming—that are not pulling their weight in terms of effectiveness and profitability. Once these assets are identified, we can suggest ways to remedy the situation.

■ Managing your risks

Do you have too much space—or too little? Are you in the right kind of space? In the right community? Our analytics will help you determine the business risks inherent in your space, giving you the information you need to mitigate them.

■ Assessing your occupancy costs

We can help you measure your space utilization—linking it to revenue, business activity, costs per seat, and other criteria. From these metrics we arrive at a total cost of occupancy you can use in gauging your space needs going forward.

■ Reducing your space costs

Between advances in workplace technology and changes in workforce culture, there are many new opportunities to reduce space requirements and their attendant costs. Our methodologies can help you take advantage of opportunities that are right for your business.

Ultimately the goal of all these metrics and scenarios is to make better business sense of your real estate assets. By gaining a better understanding of those assets, you can reduce costs without sacrificing either business effectiveness or employee satisfaction. We have the tools you need to do that.