

The Duff & Phelps Corporate Real Estate Management Consulting (CREMC) practice focuses on generating new earnings for corporations from their real estate portfolios. In the same way that Management consultants help companies to implement new information technology platforms, network optimization, supply chain studies, and corporate finance alternatives, Duff & Phelps Corporate Real Estate Management Consulting practice specializes in identifying new and creative real estate strategies that offer a major payoff to the company.



CORPORATE REAL ESTATE MANAGEMENT CONSULTING

Due to the rapid pace of ongoing change in global corporations today, many companies can not keep their real estate strategy or needs aligned with their overall business strategy because business cycles are moving so quickly for traditional corporate real estate personnel to be anything more than reactive.

Corporate change management activities that overlook the real estate potential within a company's balance sheet are squandering the opportunity to generate significant recurring and non-recurring earnings on a quarterly and annual basis.

It is completely understandable that companies seem to gravitate towards using their capital for "mission-critical" business activities, especially when real estate is sometimes seen as a "necessary evil". However, companies are leaving a lot of untapped potential gains if they do not fully understand the real estate impact to their financial statements of corporate change.

At Duff & Phelps, we make sure that companies benefit from every dollar of earnings potential from its real estate assets through a focused approach which emanates from the following corporate drivers:

- Mergers and Acquisitions
- Restructurings and workouts for corporations, developers, and institutions
- Industry cycle changes which cause a company to expand or contract
- Companies undergoing financial adjustments to their business plan based on current market conditions
- Corporate business units needing to do more with their real estate with less resources

The primary focus of the Corporate Real Estate Management Consulting practice is to align the goals and objectives of the company's real estate holdings with the goals and objectives of the company's business units.

With decades of experience, Duff & Phelps brings technical expertise, breadth and depth of industry knowledge, and size and scale to the clients we serve globally. Our local market expertise allows us to provide analyses that are reliable, defensible and timely.

The CREMC practice offers the following services:

- *Value Creation on Existing Real Estate Assets and Monetization of Excess Non-Core Assets*
 - Identifying opportunities to “mine gold” from the core and non-core real estate assets on a company’s balance sheet. Examples of value creation include but are not limited to; the sale of excess land; gaining additional development rights or entitlements for larger campus properties where there is developable land; repositioning an existing asset for sale due to changing highest and best use or market conditions.
- *Portfolio Analysis & Earnings Initiatives*
 - Completing a real estate diagnostic by gathering information about a company’s real estate holdings and occupancy/operating costs, and developing opportunities to generate previously unexplored earnings from the real estate portfolio. The diagnostic results in the creation of a Pay-Off Matrix which identifies areas for earnings initiatives and sets forth an implementation plan.
- *Post Merger Integration of the Combined Real Estate Portfolios*
 - After a merger is completed, two companies need to integrate their combined real estate assets and the real estate function in a way that follows the synergies and goals sought by the merger of the two entities. This is a process driven service that eliminates redundancies and implements new processes that improve the real estate function, and leads to real estate contributing more to the overall enterprise going forward.
- *Operational and Occupancy Analysis & Process Improvements*
 - This service area involves benchmarking the operating and occupancy metrics within the company’s real estate portfolio in a way that either validates the manner in which the real estate function operates, or results in process improvement recommendations that allow a company to better manage their real estate usage and use space more efficiently.
- *Workplace Strategies and Real Estate Management Practices*
 - In maintaining global competitiveness for companies in a dynamic change environment, the rationalization for the use of real estate space is constantly being challenged by senior management and business units. Our services involve gaining an understanding of a company’s business drivers and assessing how the company manages its real estate compared to its industry peers. The assessment of the company’s real estate workplace and management practices helps the company to migrate from current to future needs for real estate, while maintaining high internal satisfaction levels to their clients, the business units of the company.
- *Project & Program Management Oversight*
 - In reacting to the growth plans of their company, or the need to reduce headcount, quality project and program management for new construction or space reduction may not always be at a “best practices” level. We can help companies to implement successful results-based processes for real estate projects, or we can act as an owner’s representative during large-scale projects that utilize significant amounts of corporate capital.

About Duff & Phelps

Duff & Phelps Corporation (NYSE: DUF) is a leading provider of independent financial advisory and investment banking services, supporting client needs principally in the areas of valuation, transactions, financial restructurings and disputes. With more than 1,100 employees serving clients worldwide through offices in North America, Europe and Asia, Duff & Phelps is committed to fulfilling its mission to protect, recover and maximize value for its clients. Merger and acquisition advisory services are provided by Duff & Phelps Securities, LLC. Duff & Phelps Securities, Ltd. is authorized and regulated by The Financial Services Authority. For more information visit www.duffandphelps.com.