



## **STRATEGIC PLANNING FOR CORPORATE REAL ESTATE DECISIONS AND RE-LOCATION ANALYSIS**

### **Services of the Firm**

- **Evaluation of the Economics of a Relocation/Expansion and/or Consolidation**
  - Analysis includes comparison of staff, occupancy and operating costs before and after a relocation/ consolidation.
  - Evaluation of one-time costs associated with lease termination or property sale, packing and moving, down time during the move, equipment and set-up costs, staff relocation costs, training new employees, etc.
  - Identification of liabilities such as early lease termination, staff termination benefits, etc.
  - Assessment of government inducements and programs to entice a relocation.
  - Analysis of rent vs. own decision vis-à-vis cashflow, earnings and balance sheet.
- **Identification of the Right New Location(s)**
  - Assessment of commuting patterns and other quality of life/work issues.
  - Analysis of market/constituent service needs and their impact on a location decision.
  - An assessment of division consolidation on the location decision.
  - Evaluation of proximity needs to suppliers, service firms, airports, special labor pools, etc.
- **Assistance in Real Estate Broker Selection and Monitoring.**
- **Assistance in Real Estate Facilities Management and Planning.**
- **Evaluation of Competitiveness of Lease Terms**
  - Has your broker brought you a competitive deal?
  - How do the economics of a proposed lease deal compare to other comparable deals being done in the market today?
  - Are there elements of your proposed lease deal that can be improved?

### **Examples of Relevant Assignments of the Firm and Related References**

- **National Wildlife Federation**

Ms. Paige MacDonald  
1400 16th Street, N.W.  
Washington, DC 20036  
202/797-6800

Analysis of space needs, by function, over the next 10 years based on consideration of institutional mission and technology changes. Financial evaluation of three types of options – build-to-suit, purchase building in which they tenant, and rent where now located or elsewhere. Cash flow and balance sheet impacts addressed. Managed brokerage process.

- **National Recreation & Parks Association (NRPA)**

3101 Park Center Drive  
Alexandria, VA 22302  
703/820-4940

Mr. John Davis, Former Director of NRPA, now at: Hunter-Knepshield, 1-800-626-6530

Evaluation of a proposal by Indianapolis for NRPA to move from Alexandria, Virginia. Analysis involved evaluation of extensive government inducements: free space, moving assistance, program sponsorship, etc. Also considered future space needs, the impact on NRPA of its removal from Capitol Hill, and quality of life issues for employees.

(OVER FOR MORE EXAMPLES OF RELEVANT ASSIGNMENTS OF THE FIRM)

## Examples of Relevant Assignments of the Firm and Related References (cont'd)

- **George Washington University**

Mr. Lou Katz  
2121 I Street, N.W., #706  
Washington, DC 20052  
202/994-0088

Evaluation on a continuing basis of many of the University's real estate holdings – both mission critical and investments. Longer term strategic planning as well as shorter term investment decisions

- **National Technical Information Service**

A Bureau of the U.S. Department of Commerce  
5285 Port Royal Road, #300  
Springfield, VA 22161  
703/605-6000

Analysis of space needs, by function, over the next ten years. Difficult task due to rapidly changing bureau mission and technology. Financial evaluation of Metro subway location versus non-Metro location.

- **Academy for Educational Development**

Ms. Deanna Dunworth, Assistant Executive Director  
1875 Connecticut Avenue, N.W., #900  
Washington, DC 20009-1202  
202/884-8115

Analysis of the competitiveness of a "best and final" lease offer by the landlord, Cafritz Company, with Julian Studley as tenant representative. Tenant: A 170,000 S.F. Association. Questions answered:

- Are these lease terms, as proposed, competitive, i.e., did the broker bring me a "good deal"?
- Even if so overall, are there individual terms that might be improved?

- **American Speech-Language-Hearing Association**

Mr. Charles M. Cochran  
10801 Rockville Pike  
Rockville, MD 20852-3279  
301-897-0109

Analysis of a proposed re-location to Indianapolis, IN. Evaluation of the cost of staff relocation and rebuilding. Assessment of savings likely to occur in occupancy and labor /benefits costs.

- **The Job Corps**

Mr. Michael O'Malley  
200 Constitution Avenue, NW  
Room N-4460  
Washington, DC 20210  
202/639-3180

Serve as the outsourced real estate department of this 23.7 million SF Federal agency. Duties include decision-making and execution of leases, purchase, termination, and re-negotiations of mission real estate.