



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 and Related References of the Firm

- **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.

- **George Washington University**

Mr. Lou Katz
825 21st Street, N.W., 3rd Floor
Washington, DC 20052
202/994-6605

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**

Ms. Arlene A. Pietranton
2200 Research Blvd.
Rockville, MD 20850-3289
301-296-5700

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. Ed Campbell
U.S. Department of Labor
200 Constitution Avenue, NW
Room S-1508
Washington, DC 20210
202/693-6653

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.