

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
<http://www.nwf.org>

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
lkatz@gwu.edu

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
<http://www.ntis.gov>

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
apietranton@asah.org

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.