

Management Consulting | Strategy

Planning for Ongoing Success

With decades of experience helping real estate companies establish and implement leading practices, RealFoundations has gained valuable insight into what it takes to succeed in this industry. Our Strategy consulting service helps you understand and evaluate various alternatives for addressing the myriad of challenges of running a real estate business.

Components

Our Strategy service comprises the following components:

- **Operating Model:** An operating model addresses how best to integrate the diverse elements required to operate a real estate business. Individual components of an operating model include organizational structure with reporting relationships; individual roles and responsibilities; processes, policies and procedures; a business process sourcing model; and tools and technologies to support operations.
- **Operational Advisory:** Institutional investors are increasingly demanding improvements to their operating platforms as an integral part of their strategic agenda and a driver for sustainable business growth. Our Operational Advisory service is particularly relevant leading up to and during the execution of large-scale capital events and helps drive improved Net Operating Income and Funds from Operations.
- **Information:** Information strategy takes into account how and where essential data is created; how it flows into and through the organization; guidelines and rules for data creation and management; and procedures and practices to ensure effective use of data for reporting, analytics and proactive decision making.
- **Sourcing:** A sourcing strategy helps determine how and from whom you should source individual business processes or services. While this can be contemplated as part of an overall operating model strategy, it can also be analyzed and developed independently. A proper sourcing strategy identifies business processes that are core and strategic; those that add value; and those that are commodities for sourcing. RealFoundations will also help you define, transition and manage outsourced processes and integrate them into your enterprise operations.
- **Roadmap Development:** Based on your strategic direction, RealFoundations helps you to support execution by defining the portfolio of initiatives necessary to achieve your strategy. Working closely with you, we facilitate decisions for the most logical sequence and timeline for carrying out each initiative based on dependencies, priorities and resource availability.

Benefits

RealFoundations brings an unsurpassed level of expertise in the real estate industry to guide you through the full range of activities required for successfully running your organization. We consider all aspects of your business and evaluate options for addressing the challenges inherent to real estate operations. The result is a customized strategic roadmap that leads to achievement of your business goals.

With a wealth of real estate industry experience, RealFoundations has the expertise to help maximize your business opportunities while reducing overall risk.

Making Real Estate Run Better

To learn more about our Strategy services or putting RealFoundations' global real estate focus and experience to work for your organization, visit www.realfoundations.net or contact us at info@realfoundations.net

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