



Management Consulting | Performance Measurement

Supporting Decision Making with Trusted Data

Decision making in real estate requires rigorous data gathering and analysis. RealFoundations' Performance Measurement service helps you recognize the measures and metrics needed to support your business decisions. Assigning common definitions and governance to these measures, and the supporting data elements, enables you to understand how well your portfolio is performing. As a result, you have the information you need to make shrewd business decisions to ensure the ongoing success of your organization.

Components

Our Performance Measurement service comprises the following components:

- **Real Estate Investor Information Model (RIIM®) Assessment:** Developed after years of working with real estate investors and investment managers, RealFoundations' proprietary RIIM enables us to evaluate how information should flow into a real estate company, how that information gets evaluated for accuracy and completeness, and how it populates business-critical measures and metrics. Our RIIM Assessment will give you a detailed sense of what is working well, where data improvements are necessary, where data consistency is needed, what data components are missing, and how data is governed to generate your business critical measure and metrics.
- **Measure Definition:** A Measure Definition engagement starts with RealFoundations determining which of our extensive catalogue of real estate portfolio, asset and business measures are relevant to your business. We then work with your key staff to agree upon common definitions for your business. Subsequently, we compile these definitions into a living catalog that communicates definitions and expectations.
- **Data Governance:** In a Data Governance project we work with you to ensure you have consistent and reliable data to populate your defined performance measures, considering process, definition, policy, procedure, organization, resourcing, role and responsibility elements. Because there is no single approach to data governance that is appropriate for all enterprises, RealFoundations will work with you to create a data governance program that's designed specifically for your organization's unique needs and characteristics.
- **Data Supply Chain:** Because no single person or entity creates, manipulates, packages and analyzes all of the data required to run a healthy real estate company, we help you understand and manage these stages of data, from creation to consumption. The needs of real estate companies with respect to their data supply chain are broad and varied – from the most complicated investor or investment manager, to a REIT where all or most data is created by internal groups. Engagements are all centered around ensuring that those who create data understand expectations, standards and guidelines about how it should be created, that it flows appropriately, that there are methods to ensure consistency and quality, and that there is a means to provide feedback and scorecard information to ensure that errors become opportunities for improvement.
- **Reporting & Analytics:** Reporting and Analytics engagements are designed to ensure that data and measures are packaged into a complete and comprehensive reporting package. During a reporting and analytics engagement, RealFoundations gathers and reviews current reports to ensure that data and measures are properly packaged and to identify inconsistencies and duplication. We then work with you to design a reporting package that enables the appropriate monitoring, analysis and management of your real estate assets, portfolio or projects.

Making Real Estate Run Better

To learn more about our Performance Measurement 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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Benefits

RealFoundations' Performance Measurement services gives you a thorough understanding of how well your business model supports your goals. We help you define a set of agreed upon, commonly understood business measures unique to your organization to support your daily operations. We also help you to define data standards and governance to ensure that data supporting the measurements is accurate, consistent and reliable. The result is a proven, standardized approach for continually improving the way you do business.