



CORPORATE REAL ESTATE EARNINGS DIAGNOSTIC (“CREED®”)

Our Mission: Of the \$ trillions of total value in real estate assets in the United States, over 40% is owned by companies, municipalities, and enterprises not in the real estate business. Our market experience indicates that most of these enterprises are not optimizing their capital dedicated to real estate.

The SVN National Corporate Services team and SAP have co-innovated a real estate optimization solution called “CREED®” or “Corporate Real Estate Earnings Diagnostic” or. CREED® is designed to help senior management (and municipalities/institutions) unlock hidden value in their real estate portfolios through SAP software platforms which analyze the following:

- **Real Estate Portfolio Analysis for Earnings Opportunities;**
- **Cost Savings & Occupancy Cost Reductions;**
- **Value Creation, Repositioning, and Monetization of Excess Real Estate Assets;**
- **IT Tools for Asset Optimization (SAP Real Estate Cockpit & Corp RE Solutions)**

Being academics, technology innovators, and real estate management consultants/advisors who are not locked into a transaction, we deliver value to our clients through innovative and creative **RE** strategies.

Our “Why”: In today’s economy, every enterprise needs to reduce costs and find ways to “do more with less”. Even though real estate is usually the second largest balance sheet item and operating expense for companies, most weight their resources more towards IT and human capital versus optimizing real estate.

By showing companies how to optimize their portfolios like a “Chief Real Estate Officer”, we deliver new earnings and cost savings which are measured by management dashboards run with SAP technology.

Our Methodology: The CREED® (“Corporate Real Estate Earnings Diagnostic”) produces data analytics on owned and leased properties and creates connectivity to ERP (Enterprise Resource Planning) systems. We then analyze the ERP data by completing a benchmarking analysis through SAP’s Value Management Center, and generating an Earnings Scorecard and Implementation Plan based on KPI’s (Key Performance Indicators) developed through SAP’s Real Estate Cockpit.

The CREED® product deliverable includes action steps and a business case for real estate optimization, and a ranking of how well a particular company’s **RE** portfolio aligns with their corporate strategy, best practices, and industry peers. The CREED® process is not time-consuming as we only require the company to fill out a short real estate questionnaire and request a one (1) hour meeting with CFO and Treasurer.

The Takeaway: CREED® will deliver new earnings and cost savings from optimizing real estate. After 20 years of market testing and validation, we have created the most innovative corporate real estate consulting product available in the industry. Potential candidates to benefit from our CREED® product include:

- **Public and private companies**
- **Private equity firms**
- **Universities & healthcare organizations**
- **Local, state, and federal governments**
- **Non-profits and public private partnerships**

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