



## Why Should Business and Government Leaders Care About Their Real Estate?

Of the \$ trillions of total value in real estate assets in the United States, over 40% is owned by enterprises not in the real estate business.

Enterprise real estate is usually the second largest balance sheet asset and operating expense on the financial statement. Despite the potential impact of real estate assets on core performance and strategy, enterprises often overlook the earnings and optimization potential of capital dedicated to real estate.

SVN and SAP have co-innovated a Corporate Real Estate Earnings Diagnostic (**CREED**®) that can deliver new earnings and cost savings to enterprises by measuring how capital dedicated to real estate can be optimized.

**CREED**® is a “value-add” qualitative insight and quantitative tool that analyzes key performance indicators (KPIs) relating to real estate within an enterprise by focusing on:

- RE Portfolio Analysis for Earnings Opportunities (Asset Optimization)
- Cost Savings & Occupancy Cost Reductions (Earnings & Cost Savings)
- Monetization of Excess RE Assets (Accelerating Exits via Strategic Marketing Plans)
- IT Tools for Earnings Measurement (SAP Corporate RE Application – Q1-2017)

Our team of management consultants, IT innovators, academics, and real estate advisors will execute on the results of our **CREED**® by developing an optimization plan for real estate that also measures outcomes through a cloud-based SAP real estate solution.

If you are interested in gaining a better understanding of how to optimize your real estate assets through our **CREED**® and SAP technology, we are available to meet or schedule a demo.

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