

What Corporate Leaders Expect from their Real Estate Team

❖ **ENABLE THE BUSINESS PLAN**

Develop and propose solutions proactively to build sustainable, trusted relationships with key business and functional stakeholders. It's also an opportunity to add value consistently across the business cycle, rather than at the time of transactional or operational events.

❖ **DON'T LIMIT YOUR FOCUS TO FACILITIES & REAL ESTATE**

Instead, focus first on key operational drivers like people, culture, and connectivity. Our job is to make the company's most valuable asset – its people – more productive and collaborative. Inspiring people and unleashing their creativity through forward thinking work spaces and quality facilities, in key locations adds a lot more value than simply knocking a few more dollars off a supplier budget or off the rental rate per square foot.

❖ **TRANSLATE CORPORATE VALUES INTO SPACES AND SERVICES**

Physical work space should be an expression of corporate values and the corporate brand. The service levels provided by real estate / facilities can and should reflect core values, too.

❖ **USE METRICS THAT EMPHASIZE VALUE, NOT JUST COST**

Your company's leaders are all about metrics. Using advanced quality measures and analytics will better convey value and build trust with corporate leadership. Establish balance scorecards, dashboards and bench marking processes that are truly aligned with corporate goals and objectives.

❖ **THINK OUTSIDE THE FUNCTION**

Knowledge of best practices and current industry standards is critical, but being eternally curious about the business is the best way to create innovative and disruptive new ways to add value and drive business enablement. The top talents in our industry – just as in finance, sales, marketing, IT and other functional areas – truly get the business and are perceived by the C-suite as business leaders, not functional enablers.

❖ **COMMUNICATE, COMMUNICATE, COMMUNICATE**

Changes in the corporate world are happening faster than ever. Corporate real estate leaders are in the communication business too. The more direct feedback you get from your company's leaders, the better equipped you are to provide superior service and results. That is the key to admission in the company's inner circle!

*Is your company's real estate running at peak performance?
If not, call Mike for a free evaluation.*

Mike Maroon, SIOR is the Managing Partner of The Acclaim Group, a leading real estate adviser to corporations locally, nationally and globally.