



Strategic consulting

It is also our pleasure to share our many years of experience and empirically acquired expertise in the form of consultation. We offer strategic consulting for overall investments, portfolios and individual properties. Furthermore, we are also happy to take on complex, client-specific engagements.

Investment strategy

A real estate investment strategy ensures the optimum integration of properties with the overall asset portfolio. Given the background of objectives, obligations and restrictions for the owner, the following are some of the matters that must typically be resolved:

- Universe, volume and diversification
- Accounting, valuation, taxation
- Competencies and processes

Portfolio strategy

A real estate portfolio strategy is developed based on the investment strategy and an analysis of the 'actual' state of the portfolio (historic performance and strategic and operational opportunities/risks). It is reviewed annually and defines all

- Transaction activities
- Development activities, and
- Existing-asset activities

Object strategy

The property strategy is developed based on the market and property analyses and specifies all value-adding activities at property level. To this end we combine many years of practical experience with the latest research findings.

- Overview of the options for strategic action
- Alternative recommendation
- Explanation of the next steps

Customer-specific tasks

Client-specific tasks frequently revolve more around the organisation of real estate as opposed to the development of it. Here are some examples:

- Establishment of an internal organisational structure for global real estate investments
- Transformation of an industrial company into a property company
- Comprehensive financing solution (strategy, tendering, operational process design)
- Differentiation of rents within complex building structures