



CORPORATE REAL ESTATE

Consulting|Transaction Advisory|Asset Management

CohnReznick
Real Estate



CohnReznick.com/CorpRE



CORPORATE REAL ESTATE

Our Mission

CohnReznick Real Estate LLC (CRRE) is a dedicated corporate real estate advisory group which provides a wide variety of innovative solutions for both Corporate Occupiers and Investors/Owners alike. We understand that each client faces a unique set of situations and strategies that ultimately shape its real estate decision making. We are adept at working with our clients to alleviate operational pain points or unlocking value while meeting the client’s current and long-term financial, tax, accounting, and operational goals. By leveraging the breadth and depth of the CohnReznick platform, we provide an unmatched menu of options which lead to educated decision making and robust optionality.

With over 40 years of corporate real estate advisory experience, we provide real estate solutions for a wide variety of corporate clients ranging from those publicly traded to private companies, spanning the full credit spectrum. Working within every major industry (healthcare, education, retail, technology, manufacturing/distribution) and every asset class (office, industrial, retail, warehouse, datacenters), our dedicated corporate real estate group matches corporate, or personal, strategy with operationally essential real estate to create an optimal portfolio for its clients.

INTEGRATED DECISION MAKING





WHO BENEFITS?

CORPORATE OCCUPIERS

ANALYSIS & PLANNING



WORKPLACE FUNCTIONALITY



IMPROVING EBITDA



SERVICES

Recruitment & Retention
 Incentives
 Site Selection
 M&A Due Diligence
 Occupancy Cost Analysis
 Lease vs Own
 Asset Monetization
 Brand Continuity
 Footprint Optimization
 Lease Review & Option Discovery
 Supply Chain Management
 Technology Integration
 Project Management
 Disaster Recovery/Co-Location
 Facilities Management
 CAM Audits
 Lease Restructuring
 Change Management/Flexibility
 Transaction Management

PAIN POINTS

- When was the last time you analyzed your leased or owned assets?
 - Are you attracting the talent you need/want?
 - Do you currently have a State or Local incentives package?
- Are you managing your occupancy costs at or below industry standards?
- Is there a merger, acquisition, or overall change occurring in the next 24-36 months?
 - Is your Supply Chain optimized?
 - How many facilities do you currently occupy?
 - Do you have a Disaster Recovery plan in place?
 - Where/how do you handle your Data warehousing?
- How mobile is your workforce? What percentage are, or need to be, in the office?
 - Is your long-range visibility less than 36 months?
- Has Corporate and Personal Taxation Factored into Site Selection?

INVESTORS & OWNERS

ANALYSIS & PLANNING



FIDUCIARY OVERSIGHT



ASSET MANAGEMENT



SERVICES

Acquisition Analysis
 Highest & Best Use Studies
 Expense Analysis
 Cost Controls
 Court Appointed Receiver
 Strategic Planning: Leasing & Management
 Market Opinions of Value
 Exit Strategy Optimization
 Lease Administration
 Property Management
 Capital Budgeting
 Project & Construction Oversight
 Technology Integration

PAIN POINTS

- When is the last time you received a market-level assessment of value for your assets?
 - Do you have a solid handle on cost controls for each asset?
- Are you planning a significant capital improvement project in the next 12-24 months? If so, why?
- Are you comfortable with the current and future leasing prognosis of the project(s)?
 - Is fiduciary oversight a concern given the ownership structure?
 - Do the current facilities and property management vendors address both tenant and ownership's objectives?
 - Are there additional acquisitions or dispositions on the near-term horizon?
- Do you feel like all of your assets have a clear strategic plan in place for the next 5 years?
- Are there owned assets that could be doing more, or redeveloped to maximize value?
 - Have you utilized technology in optimizing cost controls, leasing, and value?



CORPORATE OCCUPIER CASE STUDIES

NEW YORK CITY-BASED ENTERTAINMENT COMPANY

Pain Points

- Business Unit Being Spun Out of Parent Company
- Need to Establish Identity and New HQ Location
 - Retention of Existing Talent and Recruitment of New Talent
- Minimize Disruption to Current Business Operations
 - Attain Occupancy within 4 Months of Being Separated from Parent Company
- Manage Needs with Wants Given Time Frame, Budget, and Personnel

CRRE Services Provided

- Site Selection Analysis of Manhattan and the Boroughs
 - Develop an Understanding of Current Needs (within the Parent Company) with Forecasted Needs (as a Separate Company)
 - Integration of Incentives with Site Selection
 - Workplace Design, Brand, Identity
- Real Estate Selection and Negotiation Process
- Financial Analysis Encompassing All Variables Impacting the Cost Model
- Project Management: Construction, Vendor Procurement, and Move Management

GLOBAL CONSUMER PRODUCTS DISTRIBUTOR

Pain Points

- Paying Too Much in Personal and Corporate Taxes
- Occupied Inefficient, Disparate Warehouse Operations
- Were this Distributor to Solve for the Two Issues Above, Where Would They Go and Why?
 - Incentives
 - Access to Labor
 - State Taxation
- Minimize Client Disruption
 - Drayage Costs
- Availability and Timing of Real Estate Options

CRRE Services Provided

- Site Selection Analysis of the United States
- Supply Chain Analysis and Optimization Studies (Minimize Impact to Client, Transportation Costs, Distances to Decommission Centers, In-Bound and Out-Bound Freight Analysis)
- Integration of Statutory and Negotiated Incentives along with State and Local Taxation
 - Warehouse Analysis and Configuration
- Real Estate Selection and Negotiation Process on a Multi-State Level
- Financial Analysis Encompassing All Variables Impacting the Cost Model
- Detailed Labor Study Comparing Different States

CONTACT

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ABOUT COHNREZNICK REAL ESTATE LLC

OUR HISTORY

Formed in 2003 within CohnReznick.

The belief at the time was that the client base would only benefit from an integrated skill set that leverages the best of what the firm had to offer in Tax, Assurance, and Advisory coupled with Real Estate expertise. Thus, the concept was to form a real estate group that would operate similarly to those business units within the accounting firm, but with a real estate emphasis. Unlike other real estate-only firms, the diverse skills and disciplines of both worlds were brought together with one goal in mind: Provide our clients with an unparalleled level of integrated advice and service to address any and all corporate real estate needs.

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