

Corporate real estate perspective

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Strategic corporate real estate service means delivering fast, highly effective solutions that improve the customer experience and the financial performance of the enterprise. Cost savings, time savings, leading edge technology, speed to market, portfolio flexibility, process consistency and risk mitigation are the new trademarks of today's global real estate advisors. The 'gap' between new and old service levels is growing every day with constant pressure toward higher service levels and even higher levels of knowledge and performance.

The global consolidation of realty service providers has clients demanding more and more services from fewer providers. Clients are looking for professional realty advisors who can provide deep support systems that are strategically aligned with their corporate mission. Our delivery model and services platform effectively delivers exactly this through a single point of contact, process continuity and a leveraged resource platform across multiple markets. With subject matter experts 'on demand', our partnering customers save both time and money through intelligent best in class resources delivered in a framework of total trust and total dedication.

The 'global village' is pressing hard with an increased focus on new and creative ways to enhance asset performance and intensify the corporate real estate portfolio. New methods of calculating value and performance are evolving today to better capture the real value of transaction outcomes and strategic portfolio decisions that have real impact on key corporate drivers such as brand management, life cycle performance, employee satisfaction, social responsibility and productivity which in essence all serve to guide the new 'balanced perspective'.

Modern service providers who are skilled in collaboration, communications and the new advisory approach have the ability to create an updated value paradigm within the corporations

they serve. As Corporate Real Estate (CRE) brokerage evolves toward an even more advanced service framework, our focus at DTZ Barnicke is a total quality process and value oriented solution. In going forward our model is founded on total service excellence and bringing real value add that must be measured and reported in real time. The keys to success will be education, knowledge, passion and a strategic understanding of all market forces and key customer drivers.

Today's new generation service advisors are already leading the market through highly responsive customer focus, proactive understanding and anticipation of the client's upcoming needs. On the street, we often see that success comes to those who quickly embrace new ideas, invest in learning and are committed toward consistently 'minding the gap(s)'.

Technology and communications have become the great equalizer in the evolution of the new



service delivery model. Each customer is unique and, as such, they more often require customized solutions or a non-traditional line of attack. As clients continue to demand much more mature, focused, comprehensive and process-oriented solutions, the corporate real estate service provider must evolve to meet this challenge by investing heavily in process, people and technology to close the 'gap' between expectations and customer care solutions.

DTZ Barnicke's global corporate services practice falls into four key customer categories: brokerage and transactions, project management, consulting services and facilities management. Within this framework, multi-market portfolios are proactively tracked and managed by our team to maximize negotiating leverage, optimize performance and focus on strategic opportunities and outcomes. Clients work very closely with us to design and execute real estate solutions that are dedicated to the complete support of their core business drivers. In our world, brokerage and transaction management professionals often work under 'trusted adviser' status to orchestrate long-term, integrated solutions that are intended to keep delivering value long after the initial transaction is complete.

Whether you are evaluating space options prior to relocation, fitting out new or existing space, or looking for strong reliable project support as part of ongoing operations, we consistently deliver quality, speed and value across unmatched geographical coverage in Canada and beyond.

Your needs and your business are our first priority. We do not look for the quick snapshot opportunities. Rather, we work diligently to see the whole picture and how the components fit that picture. We continue to drive our business toward higher and better service levels, to consistently go beyond all of the traditional broker boundaries and to delight our customers while having fun in the process.