CUSHMAN & WAKEFIELD

PORTFOLIO
STRATEGY TEAM

WHERE AND HOW CAN I LEVERAGE REAL ESTATE TO DRIVE THE STRATEGIC NEEDS OF MY BUSINESS?

Cushman & Wakefield's Portfolio Strategy team offers a platform of technology-enabled solutions that identify opportunities and create actionable real estate strategies designed to drive performance for our clients' business.

BENEFITS OF WORKING WITH OUR TEAM INCLUDE:

- **Bespoke insights and recommendations** delivered from a global team of real estate consultants and data scientists, whose experience spans all industries, asset types and portfolio compositions.
- **Access to the Portfolio Strategy team's suite of products**, each one designed to efficiently and strategically address our clients' most common and pressing questions.
- **Scalable, on-demand solutions** that can grow and shift to meet the nature of our clients' dynamic portfolios.

OUR TECHNOLOGY ENABLES:

- Clients to approach **complex, multi-faceted business questions with a proven, scientific methodology** incorporating both the necessary data and key stakeholder input.
- Partnership and collaboration among Client CRE, Account Team, Cushman & Wakefield local brokers and Portfolio Strategists, **blending art and science to ensure actionable solutions**.
- The Client CRE team to have a seat at the table with executive leadership and business stakeholders to **provide a compelling business case and ensure that their voice is heard**.

FOR MORE INFORMATION, CONTACT:

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Cushman & Wakefield has developed a suite of tools + advisory aimed at efficiently address clients' most pressing questions and strategic real estate needs:

- **RETAIL+** uses **advanced predictive analytics** to rationalize the performance of a client's existing customer-facing portfolio, uncover key contributors to success and better inform action plans by location and region.

- **PORTFOLIO+** uses **artificial intelligence** to identify where inefficiencies exist within a client's portfolio and what strategic actions can be taken to optimize it.

- **FLEX+** uses **spatial analytics** to evaluate a client's small office portfolio against our database of flexible workplace providers to identify where switching could yield a financial and/or qualitative benefit.

- **METRO+** uses a proprietary location optimization algorithm to ensure the **optimal footprint within individual markets** through scenario comparisons, market intel, and an understanding of the client's existing and ideal footprint.

- **NETWORK+** uses **advanced spatial analytic modeling** to generate an ideal state real estate footprint designed to meet or exceed existing or aspirational service delivery constraints.