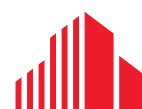


HEADQUARTERS ADVISORY SERVICES



**You say you're an
industry leader.**

**What does your
headquarters say?**



**CUSHMAN &
WAKEFIELD**

CUSHMAN & WAKEFIELD'S STRATEGIC HEADQUARTERS SERVICES TRANSFORM VISION TO REALITY

There is nothing more strategic in real estate than a headquarters decision.

Headquarters and core facility strategy is an important long-term business decision affecting every employee. Your headquarters sends such an important message about how you are attracting and retaining talent, your cost profile, image, brand and how you're delivering the client experience. A holistic, integrated solution provides senior executives with the best information possible to enable confident decision making.

Cushman & Wakefield's **HQIQ™ team** is a skilled group of in-house specialists who evaluate and reposition large headquarters commitments. We devise and execute comprehensive strategic plans that tie together **culture, branding, real estate** and **labor** concerns with minimal risk and disruption to your business.

Free Your Mind: Our Clean Slate Approach



Regardless of each organization's unique set of challenges, every headquarters strategic plan must start by asking:

Do we have the right people, in the right locations and in the right space for the organization to thrive?

At Cushman & Wakefield, we leverage our intelligent HQIQ toolkit to explore and uncover opportunity. Our deep-dive headquarters evaluations are a catalyst to:

- Attract the best and brightest talent
- Integrate operations and drive synergies
- Bifurcate large and inefficient operations
- Transform workplace and drive cultural change
- Improve productivity and efficiency
- Leverage government business incentives and labor costs to drive down expenses
- Reposition large leased or owned headquarters facilities
- Integrate technology, innovation and sustainability to enhance culture
- Bolster brand, image and competitive position
- Strengthen client connections and relationships
- Reset workforce and pay scale



Ultimately, creating the ideal headquarters comes down to making the right statement about what you stand for as a company, what you hope to achieve and your vision for the future. Let HQIQ™ help you **make the right statement.**



**CUSHMAN &
WAKEFIELD**

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HQIQ™

**MAKE THE RIGHT
STATEMENT.**

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