

STRATEGIC CONSULTING

LOCATION STRATEGY

RELOCATION CAN DRIVE SIGNIFICANT BUSINESS BENEFITS

When properly developed, strategy sets enterprise objectives, reveals the actions required to achieve those objectives, and aligns employees and resources against those actions. Location strategies present inherent tradeoffs between access to the right kind of labor, cost efficiencies and the impact of competition for talent. Cushman & Wakefield’s approach is designed to identify an optimal solution - globally, nationally, regionally, and locally.

Typical Location Strategy Goals



WORKFORCE QUALITY

Secure the talent required to run and grow the business.



PROFITABILITY

Reduce structural labor and real estate costs



ORGANIZATIONAL EXCELLENCE

Create value through improved process coordination and collaboration across the operation.

Benefits of Location and Real Estate Strategies

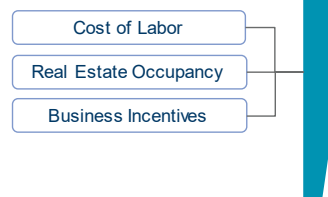
- RECRUIT, RETAIN, AND ENGAGE TOP TALENT
- LOWER STRUCTURAL COSTS
- IMPROVE OPERATING EFFICIENCIES
- DRIVE CROSS-TEAM SYNERGIES AND INNOVATION
- ENHANCE BRAND
- IMPROVE SUSTAINABILITY
- INCREASE ACCESS TO CUSTOMERS/CLIENTS

OUR APPROACH TO LOCATION DECISION MAKING: COSTS VS. CONDITIONS

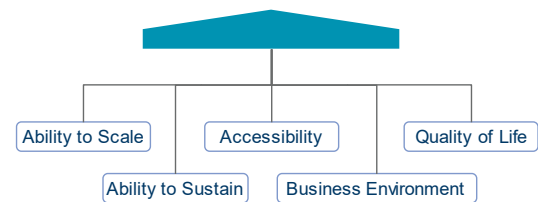
Candidate locations are assessed from both Economic and Non-Economic perspectives, and reviewed within a single analytical framework that enables visibility into the trade-offs between each consideration.

The locations in which your company currently operates will be carried through the analysis for comparison purposes. Our approach is:

- Aligned to your company’s specific operating requirements
- Fact based and objective
- Comprehensive, detailed, and with an integrated view
- Based on the best location, real estate, and incentives information available
- Designed for executive decision making
- Able to evaluate strengths of a labor pool within a broader metro area



Low cost but poor conditions	Low cost and favorable conditions
High cost and unfavorable conditions	Favorable conditions but high cost



FOR MORE INFORMATION

Debra Moritz
Strategic Consulting
Executive Managing Director
Tel: +1 312 470 2307
debra.moritz@cushwake.com

David Lamore
Strategic Consulting
Senior Director
Tel: +1 703 770 3490
david.lamore@cushwake.com

Michael McDermott
Strategic Consulting
Director
Tel: +1 312 470 3807
michael.mcdermott@cushwake.com

Erica Bubes Ruder
Strategic Consulting
Director
Tel: +1 312 424 8267
erica.ruder@cushwake.com