

**DILIGENCE ADVISORY**

# STRATEGIC ADVISORY

## COMPETITIVE ADVANTAGE WITH DILIGENCE ADVISORY

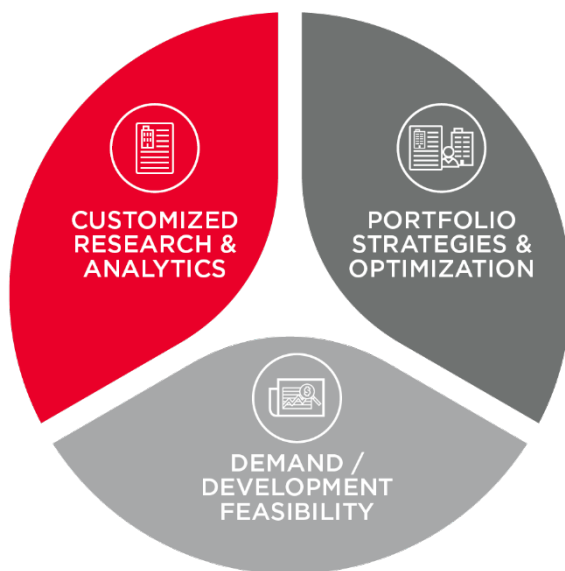
The Diligence Advisory Group (DAG) is a specialized team that advises on pre-and post-closing loan underwriting, credit risk analysis and strategic advisory solutions for a diverse client base, with expertise and data across different asset classes as well as markets.

Clients include lenders, owners, investors, developers and other stakeholders that want to leverage Cushman & Wakefield's trusted name, know-how and proprietary research to achieve results. The DAG platform benefits as part of a larger organization that provides clients with exceptional research analytics, future-looking technological tools and highly credentialed professionals to support a wide range of services. DAG offers national and global scalability as well as localized market expertise.

## STRATEGIC ADVISORY

Strategic Advisory is dedicated expertise within DAG that develops real estate solutions to support clients in making complex decisions at the asset, market and portfolio levels. We partner with clients in the acquisition, disposition and optimizations of real estate. Strategic Advisory provides clients with solutions that are collaborative, comprehensive and create critical insight with every assignment.

## STRATEGIC ADVISORY



### STRATEGIC ADVISORY CORE SERVICES

The team leverages Cushman & Wakefield's knowledge and proprietary research across multiple asset classes as well as national and international markets.

### CUSTOMIZED RESEARCH & ANALYTICS

- Market Tracking / Benchmarking
- Thought Leadership Pieces
- Market Performance Indices
- GIS / Mapping Deliverables
- Forecasting Market Dynamics
- Asset Dashboards
- Database Development

### PORTFOLIO STRATEGIES & OPTIMIZATION

- Project Feasibility
- Position / Reposition Strategies
- Utilization Studies
- Redevelopment Strategies
- Portfolio Benchmarking Analytics
- Asset Monetization / Disposition

### DEMAND / DEVELOPMENT FEASIBILITY

- Demand Assessments
- Market Sizing
- Location Strategy
- Trade Area Analysis
- Economics / Demographics
- Retail Gap / Void Analysis

**CHRIS CLARK**  
Senior Managing Director  
Diligence Advisory Group  
+1 404 682 3469  
[christopher.clark@cushwake.com](mailto:christopher.clark@cushwake.com)

**CHRIS OWEN**  
Director  
Diligence Advisory Group  
+1 407 541 4417  
[chris.owen@cushwake.com](mailto:chris.owen@cushwake.com)

**RONNIE DAVIS**  
Senior Director  
Diligence Advisory Group  
+1 404 853 5249  
[ronnie.davis@cushwake.com](mailto:ronnie.davis@cushwake.com)