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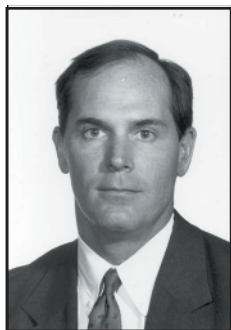
## FOCUS

# Corporate Issues

## Corporate Real Estate Services

In the 80's it was "asset management" and "value enhancement." In the 90's the latest real estate buzzword is "corporate real estate services." What does it mean and how does the industry's latest phrase affect your real estate situation? Corporate real estate services is an effort to shed some of the negative stereotypes associated with real estate brokerage in the past. It is not a real estate "dating service." It is not transaction oriented. Corporate services represents a new concept which addresses the full spectrum of a company's real estate needs. Most importantly, it is about companies and individuals who are "raising the bar" in terms of what they can and will do for their clients.

Real estate has evolved considerably during the last ten years and many firms have not kept pace. Traditional approaches no longer apply in an era of increasing corporate competition. For this reason, the corporate services concept has evolved. Corporate services is about firms and individuals that can provide a myriad of diverse services to their real estate clients. It is about the ability to provide these services on a local, regional, and national basis. It is about the ability to perform at the level demanded when providing counsel on multi-million dollar transactions.



**Stephen B. Epling**

Vice President and Director of Corporate Services, Coldwell Banker Commercial Van Schaak, Denver

the financial needs of our clients -- as well as the team's own economic vitality -- are better served by creating and sustaining long term relationships.

**Professional Competence.** The ability to support these relationships and serve clients effectively is determined by the competence and experience of the team's professionals. The team believes that the principal contributor to its clients' and its own success is its ability to attract and retain exceptional team members.

**Specialization.** Since the services we offer our clients are too diverse to be mastered by generalists, the team's professionals are trained -

Long Term Relationships. In an industry where success has traditionally been measured by the size or profitability of a single transaction, our Corporate Services Group believes that

- and then specialize -- in a single area of expertise that is consistent with their skills, interests and experience. This approach assures that the specific real estate requirements of different clients and unique projects are addressed expertly and thoroughly.

**Team Work.** At the same time, since the complexity of virtually all of the team's engagements requires expertise in multiple real estate disciplines, our Corporate Services Group uses a team approach to solving problems and maximizing value for our clients' real estate.

The ideal corporate services group will function as an extension of their client's organization. It is able to provide its clients with the convenience of a single point of contact leading a team of experts that serve the client. It will provide diverse and comprehensive services and possess breadth of expertise in all areas of real estate, areas including real estate law, finance, accounting, appraisal, construction, project management, portfolio management, acquisition, disposition, operations, engineering, environmental, asset management, property management, marketing, and development. Its members should be students of real estate, continually striving to improve what they can and will do for their clients. Team

members should understand both owner and user perspectives on real estate and be adept at executing assignments from both perspectives. Team members should be professionals in their fields, with the ability to think like business owners, chief financial officers, and directors of marketing. Moreover, they should have an understanding of their clients' core businesses and be able to develop unique real estate strategies that best fit their clients' overall business plans. Additionally, they should understand the impact of these strategies on their clients' financial statements on a before- and after-tax basis. They should use technology as a "force multiplier" to gain a competitive advantage for their clients. Lastly, they should possess market expertise, both local, regional, and national.

The ideal corporate services group will save its clients time and money. To use the often overused expression, it will add value!