

Real Estate Capital Markets

Fact sheet

The environment for real estate investment is in a state of flux. While opportunities continue to appear around the globe, seizing those opportunities in the face of credit and cap rate challenges is increasingly complex. With broad agreement that the years of inevitable, sustained asset appreciation are behind us, investors are under pressure to return to basics — to generate returns by driving income growth — in a world that's anything but 'basic.'

Addressing Complexity

To drive income growth, investors need complex and extensive information from their properties. All of them. But moving this rich, property-level data up the investment chain is challenging. Building a capability to get, move, store and consume the data requires new tools. And the required commitments of capital and energy can be daunting. RealFoundations can help make the investment pay.

With a depth and breadth of industry experience, business savvy and proven fluency with the market's leading technologies, we are uniquely qualified to help our clients address the operational complexities of institutional real estate investing.

Our Services

At RealFoundations, we work closely with our clients to define projects that solve specific problems and deliver concrete value:

Diagnostic Assessment • We formally assess our clients' technology applications, business processes and organizational structure. Our results provide senior management with alternative paths for improvement in support of strategic goals.

Business Process Improvement • We identify improvement opportunities and leading practices from both inside and outside our clients' operations. We help clients develop consistency in their operations, and maximize business efficiency.

Solution Implementation & Integration • We help select, design and manage the implementation of business applications that our clients rely on to run their businesses. With expertise that spans all leading industry applications, we tailor systems to meet our clients' unique business requirements.

Business Intelligence • We help design and build technology-based frameworks that support decision-making by transforming volumes of raw data into consistent, meaningful information. We strive to provide analysis and reporting capabilities to individuals across the organization, and ultimately improve the organization's ability to make fact-based decisions.

Collaborative Work • We believe that deep collaboration accelerates problem-solving and effectively drives change. We offer no single, 'templated' format for collaboration, but rely on structured meetings, tactical work sessions and our unique RealDiscovery methodology to rapidly and aggressively tap into the deep — but often unrealized — institutional intelligence within our clients' organizations.

Our Clients

Members of RealFoundations have provided consulting services to, or partnered with, some of the world's largest real estate investment managers and capital markets firms:

AEW

Archon/Goldman

Bank of Ireland

Jones Lang LaSalle

ING Real Estate

Sobrato Development Companies

Stockbridge Partners

Strategic Value Partners

We also bring innovative ideas and rich experience from other niches within the broader real estate industry. Our extensive work with owner/operators across asset types, corporate real estate departments, construction companies, and homebuilders help make our perspective nimble, and our solutions robust.



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About RealFoundations

RealFoundations is a full-service management consultancy focused exclusively on comprehensive creative solutions for corporate and commercial real estate. From homebuilders, owner/operators and construction to service providers and capital markets, we can offer you services that will improve your company's operations and achieve your true potential.

For more information on our services or company, contact Robert Choi or visit our website at www.realfoundations.net.