

INDUSTRIAL SERVICES



Turning Real Estate Into A Strategic Advantage



At Countrywide CRE, we think of real estate as a business tool — one that goes beyond just your operational needs to help you enhance your image, attract top talent, and drive profitability. Accordingly, our approach to real estate is entirely strategic. Before we think about your space requirements, we think about the business needs behind them. Only by understanding those needs can we address them in a meaningful, goal-oriented way.

We advise corporate occupiers exclusively- no landlords, no developers — so we can be completely objective and conflict-free. By concentrating single-mindedly on occupier issues, we gain both the perspective and the experience to level the playing field in landlord-occupier relations.

This unique focus is supported by a complete array of integrated

services that cover every stage of the real estate life cycle, from the planning to the transaction to the implementation. These services drive the tactical execution behind our strategic thinking, and they lead directly to solutions that reduce costs, improve operations, and enhance the performance of your workforce.

Our thorough understanding of local business practices and decision-makers, combined with our customer focus and service commitment, gives our clients a distinct edge in commercial real estate.

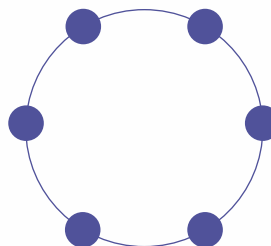
We aspire to be the best, not the biggest. Our focus is on growing with our clients to serve their ever-evolving needs. Consequently, we can provide clients with best-in-class services wherever required.

“A complete package
of the best solutions.”



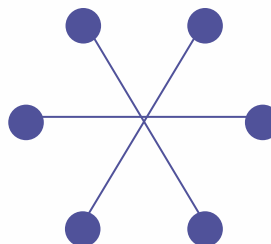
STRATEGIC CONSULTING

Our team analyses your resources, problems and requirements to provide unique, thoughtful and customised solutions to optimise your business goals.



WORKPLACE CONSULTING

We endeavour to gain insight of your corporate culture, your people, the way they work and their challenges which are exclusive to your operations. Our aim is to create a workplace strategy that is unique to your business.



REAL ESTATE SERVICES

We focus on addressing your business needs first. Our transaction management services give you solutions that go beyond the obvious. We don't have a pre-packaged, pre-approved, "one size fits all" approach to our client's business. This is because we know that every business has diverse needs.



“Making a difference!”



OUR APPROACH

Occupiers of corporate real estate face significant challenges as they acquire, manage and dispose, owned or leased properties. Constraints on capital, expanding and contracting workforces, the evolution of the workplace, speed to market and sustainability issues confront the corporate real estate executive everyday. These challenges, coupled with an ever increasing mandate to reduce occupancy costs, are complex problems to solve and no "one-size-fits-all" solution exists.

Providing an intelligent, thoughtful solution across the life cycle of corporate property is what drives us at Countrywide CRE.

With a global experience of solving complex real estate issues, we bring a unique approach to occupancy related issues.

CREATIVE

Our intelligent, thoughtful and creative solutions to complex real estate problems by providing measurable results in multiple markets is what makes us unique.

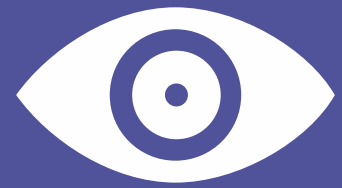
CUSTOM

Customised, individually crafted solutions to client problems; through a team of professionals; specifically composed with the most relevant experience; as no two clients will have the same profiles or priorities.

CONSULTATIVE

We listen to our clients thoroughly and take their challenges, occupancy issues, problems regarding workplace and so on and provide them with an account centric delivery model, where all services in all markets are coordinated by a single point of contact.

“Meticulous care of every minute detail!”



OUR BOUQUET OF SERVICES

PORTFOLIO OPTIMISATION

Portfolio optimisation is both a challenge and an opportunity. Knowing status of a property in its life cycle, eliminating defects and thereby managing real estate forms the basis for the planning of cost-effective realisation.

EMPLOYEE DISTRIBUTION & DRIVE-TIME ANALYSIS

To care for the critically important component of business viz. the existing human capital, Countrywide CRE's drive-time analysis tools help determine how long it takes employees to drive to/ from each of the other alternative locations being considered.

STRATEGIC RE PLANNING

Countrywide CRE's Strategic Services Professionals gather and analyse non-real estate related business information and incorporate it into the real estate decision including critical factors like corporate image, capital constraints, human resources and standards.

TECHNICAL AND DESIGN FEASIBILITY

Our technical diligence delivers concrete data on quality and quantities involved in properties as well as identifying value add potential, risks and possible deal breakers, thus ensuring long-term security to meet your goals.

DEMOGRAPHIC ANALYSIS

Countrywide CRE works closely with clients to determine the labour force requirements for the operation, including education and skill levels and also home values, crime rates and day-time population.

FINANCIAL FEASIBILITY

Our corporate finance specialists work with clients to understand the material impact of real estate on their businesses and to align their macro-financial goals and objectives taking into consideration, the cash-flow available, municipal incentives, leverage credit and by exploring best use of capital and alternative methods of financing.

“Complete assistance in all
the key areas of business
establishment!”



OUR STRATEGIC CONSULTING TEAM ASSISTS YOU WITH

SITE SEARCH AND SELECTION

Accurately identifying, analysing and negotiating incentives is crucial to the industrial site selection process, as maximising the impact of incentives can be the tipping point in the decision to select a particular site. Countrywide CRE brings decades of experience negotiating incentives on behalf of our clients.

LOCATION SELECTION

We recommend the most suitable location for your office, plant, distribution centre; according to your specific goals and needs. We determine the final contenders based on a detailed review of geographically variable costs, layout shed analysis, real estate opportunities and potential for incentives.

MASTER PLANNING

Before beginning your project, we help you with master planning and project programming design. Our architectural services include security analysis, survey of existing facilities, generating reports, strategic business planning thereby generation of a master plan of implementation.

PROJECT COST ESTIMATION

Our consultancy begins with planning, developing programmes and proceeds to provide assistance in the form of oversight, selection and management thereby giving an accurate working of project cost estimation.

GOVERNMENT LIAISON

Countrywide CRE along with its associates represents clients before state and local governments, administrative agencies, protecting our client's business interests and promoting their interests. We analyse advocacy requirements, monitor and report on legislative and regulatory developments.

BUSINESS CASE DEVELOPMENT

The independence and skill to develop a rigorous business case helps to make wonders to one's business objectives. A good business case will clearly explain the value, cost, effort and risk and also provide an outline for business implementation options or recommendations for management.

“We help our clients
sail through rough waters.”



LIAISON SERVICES

Countrywide CRE along with its associates represents clients before state and local governments and state administrative agencies, protecting our client's business interests and promoting their concerns before legislative and regulatory decision makers.

We provide clients with optimal guidance, representation and advocacy before various legislative and regulatory bodies to allow our clients to conduct business in a smooth and timely manner.

We keep our clients apprised of issues affecting them before new laws and regulations that impact their business are formulated.

Our government relations specialists offer multi-practice representation and our services are tailored.

On behalf of our clients, we:

- Analyse advocacy requirements and opportunities, including the legislative and regulatory content of issues
- Monitor and report on legislative and regulatory developments
- Develop and implement legislative policy and strategy
- Advocate the client's interest directly with concerned authority
- Coordinate with other industry participants and policy or trade advocacy groups
- Identify key stakeholders and interests
- Analyse industry trends and forecasts
- Identify optimal client opportunities
- Develop advocacy messaging and presentations and testimony
- Support client's internal or external communication requirements

WE HAVE EXPERIENCE IN PROCEEDINGS BEFORE THE FOLLOWING REPRESENTATIVE AGENCIES:

- Pollution Control Boards
- Town Planning Authorities
- Water & Electricity Boards
- Maritime & Port Authorities
- Development Regulation & Control Authorities
- State Industrial & Development Corporations
- Fire Authorities
- Local Governing Bodies
- Hazardous Material Storage Authorities

"Liaison Specialists are in many cases expert technicians capable of examining complex and difficult subjects in clear, understandable fashion. They engage in discussion with bureaucrats and authorities in which they explain in detail the reasons for the positions they advocate."



OUR SERVICES

SITE & PROJECT QUALIFICATION

Assistance in assessing the viability to arrive at a decision on the legal and commercial aspect, we work closely with you to secure a site within acceptable timelines and obtain construction commencement permission.

CONSTRUCTION PERMITS

We aim at providing a strong liaison support related to land and buildings during pre-construction, work-in-progress and post-construction stages by assisting in incorporation of developmental control norms into the design and further on obtaining approvals from local authorities or the state industrial corporations.

REPRESENTATION SERVICES

We specialise in this aspect of service by a carefully planned representation which can potentially take us a long way in achieving support from the state and by evaluation of the incentives our client is eligible for, together with a demonstration on the positive impact it can bring to the society and the economy.

INCENTIVE NEGOTIATIONS

Incentives having a direct impact on the operational expenditure, as a next step we look at identifying options wherein, you as an investor, can avail higher incentives based on change of location or other variable factors.

INFRASTRUCTURAL SANCTIONS

Industrial investment decisions based on infrastructural scenarios, we strive to give a neutral viability report based on the existing scenario at that point in time and work closely with the execution team to obtain infrastructure, starting from construction power to the final connect of power, water, natural gas and other requirements that are achievable.

“Client service is the foundation goal of Countrywide CRE. We believe, over long term, the quality of client service offered by a firm determines its growth and success.

We believe that our clients deserve only the best and each member of our team constantly strives to offer our clients the best overall experience.”



ASSET SALE

ASSETS SERVICES

Under-performing and surplus real estate assets pose significant challenges to occupiers of large real estate.

To best resolve these challenges, we created an Asset Services Group, which

provides clients with the necessary expertise to develop and implement strategies to maximise an asset's potential. We focus exclusively on unlocking asset value. We can help at any stage of an asset's life cycle,

and can deliver results within any time frame. From a basic market consultation to the disposition of an asset, we provide the full range of services necessary to maximise asset value.

IDENTIFY SURPLUS & UNDER-PERFORMING REAL ESTATE

Our team of experts works closely with your team to identify which assets can be termed surplus and under-performing. We would use financial tools, occupancy studies and usage pattern of the asset to evaluate its potential and classify it as surplus or under-performing.

VALUATION

It is very important to understand what is the value of the asset you wish to divest. We offer an initial opinion of value which is followed by a detailed "Valuation Report". Our aim is assess the fair market value which an asset can fetch and also assess it's impact on the bottomline.

DIVESTMENT STRATEGY

Once an asset has been identified for divestment we formulate a sale strategy which is most appropriate for that asset. It could be Private Sale, Auction, Close Bidding or other suitable options which ensure quick turnaround, high level of transparency and the best possible price.

TRANSACTION MANAGEMENT

Managing an Asset Divestment involves in-depth understanding of obligations, land conversion issues, documentation, audit compliance and adherence to local rules and norms.

Once our team takes up the assignment you can be rest assured of its completion in a professional and timely manner.

SALE & LEASE BACK

We have access to private equity using our large pool of private and institutional investors. We prepare detailed Financial Feasibility and Sale Memorandum and Offer Document which investors rely on prior to committing their funds.

“We do not make tall promises, we believe in every word we say hence we have the most unique offer to all our clients.

In case our client feels that his experience with Countrywide CRE has been anything less than exemplary, we shall nevertheless provide the services as desired but we guarantee that the entire transaction is on the house. We know it is a tall claim but we mean it both in words and in spirit.”



MARKET REPORT

Being a Consultant, it is our job to be abreast of all the latest developments in the market. We shall provide you with a concise report on the ongoing trends in the real estate market.

DUE DILIGENCE

Apart from ensuring that the properties we show you are clear of any encumbrances, we assist you in all due diligence matters in coordination with your legal counsel.

DOCUMENT COORDINATION

In order to adhere to strict timelines set for achieving the strategic business goals set by your company, we understand that documentation becomes an aspect of the transaction that may take unnecessarily long. Our job is to streamline this process, overlapping it with other procedures to make sure the deadlines are met well in advance.

ASSET ACQUISITION

THE REQUIREMENT BRIEF

Understanding the finer aspects of your requirements, the unsaid, unseen factors that are definitive for the desired outcome. We pay attention to what you require and to what you do not require.

RENEW, RELOCATE, REALIGN

It is of utmost importance to understand how your business is growing and if it is actually necessary to relocate or if needed, renew the existing asset. We only have your best interests in mind and will ensure we give you the true picture.

ESTIMATED TIMELINES

Your time is valuable. Period. And we shall endeavour to adhere to all time bound strategies you may have. We shall provide you with estimated timelines along with stated overlapping procedures so that you are aware at each moment that we keep to the promises we make.

BUDGETING

Whether it is the overheads you wish to minimise or the initial outlay, we find you the perfect balance so that your money is wisely spent, even it means staying put and investing into your core business instead.

SITE VISITS

We understand the importance of your time and the need to keep other activities apart from your core business to a minimum. Hence our site visits are well scheduled, giving you enough notice in order to keep your calendar uncluttered and giving you an experience like never before.

COMPARISON

We provide detailed comparisons between shortlisted options that allow for financial as well as non financial aspects, as we believe that cost cannot be the single determining factor when selecting a Real Estate Asset.

NEGOTIATIONS

At a time when businesses face enormous pressure to enhance results, we move beyond conventional brokerage to deliver proactive solutions engineered to optimise the metrics that matter most. We refuse to yield to the myth of market rents and never simply “process” the transactions. We believe every transaction can move the needle on business value. We never approach any

transactions as “reward assignments.” Because our clients want the best when their biggest opportunities and risks are on the table. We actually find a needle in the haystack.

We believe negotiations are not just limited to money but also include long-term sustainability and a healthy relationship. A clear win-win is what we aim for and achieve.

Our approach is not for everyone, but it has been enthusiastically embraced by many financially sophisticated, outcome-oriented entities that appreciate its unique value and benefit from it.

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