

OCCUPIER 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.

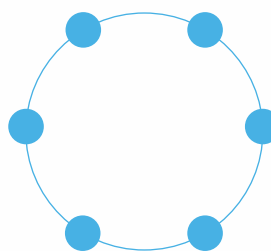
We aspire to be the best, not the biggest. Our focus is on growing with our clients to serve their ever-evolving needs. Consequently, we can provide clients with best-in-class services wherever required.

“A complete package
of the best solutions.”



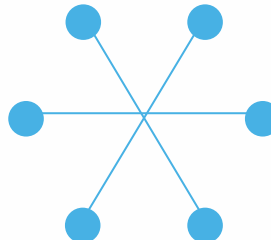
STRATEGIC CONSULTING

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 differently!”



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 every day. 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.

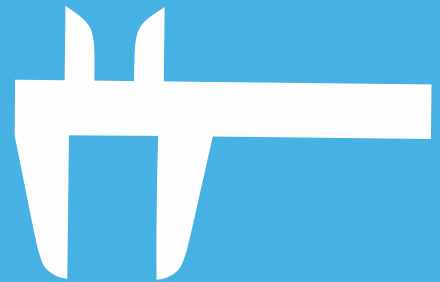
CUSTOM

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.

“We work with our clients and assist them to develop decision making parameters.”



OUR STRATEGIC CONSULTING PROCESS

STRATEGIC CONSULTING - OPTIMISING YOUR PORTFOLIO'S POTENTIAL

Corporates today occupy several properties both owned and leased. Occupiers of large property portfolios regularly face challenges. Buildings and properties are often affected by numerous factors such as location, maintenance, infrastructure

development, site conditions, and stability of the building itself, not to mention user needs change quickly and new compliance requirements may arise. The occupiers' responsibility and associated risks - such as those relating to

fire prevention, storage, security and other such factors, increase the pressure for investment decisions. We work with our client and assist them to develop decision making parameters, we do this in three distinct steps.

STEP 1 → CONNECT, DEFINE & COLLECT

We start with interactive sessions with our clients and the main stake holders and our aim is to define individual goals and as a result, the scope of the project. We identify the properties that we need to work on and we start collating data, especially related to operating costs, specific user requirements and life cycle costs. Data is then captured and structured and reported established on the basis of these specifications.

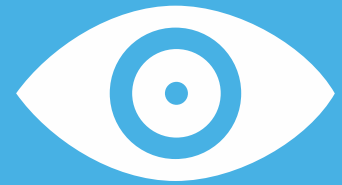
STEP 2 → CONSOLIDATE & ANALYSE

The framework developed during Step 1 is systematically filled with content. Existing data is consolidated and evaluated for this purpose. Additional information is gathered through building inspections and interviews with appropriate experts, the information is then recorded on specially developed forms that enable assessment. The individual pieces of information are prioritised and consolidated in property profiles.

STEP 3 → EVALUATE & VISUALISE

At this juncture we assist clients with transparent visualisation and evaluation of captured data from all disciplines. This in turn provides a sound basis for decisions even on complex issues. This step includes all aspects previously examined. As a result, topics that are normally viewed and handled independently can be seen in the necessary context, which certainly increases the long-term reliability of results.

“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.

STRATEGIC REPLANNING

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.

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.

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 other alternative locations being considered.

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.

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.

“We shoulder the responsibility of consulting in every minute aspect of your business.”



OUR STRATEGIC CONSULTING TEAM ASSISTS YOU WITH

LOCATION MODELING

Expert customer and supplier maps, plans and analysis for transportation needs, relocation impact studies and human resource costs. Increase value and utilisation by bench marking policies, processes, costs, staffing models and strategies against industry standards.

LOCATION AND BUSINESS CLIMATE ANALYSIS

We are skilled at gathering demographics and economic statistics, workforce/ labour information, tax and infrastructure assessments, utility costs, transportation options. We ensure that you select the best location for your business.

DESIGN CONSULTING

Our architecture group provides clients with programming, planning, budgeting, design and construction administration services for a broad range of building projects. We have a wide experience to solve design challenges.

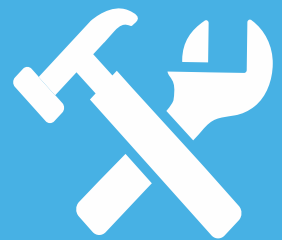
TECHNICAL FEASIBILITY

Whether buying or selling real estate, transparency and sound information are the basis for successful transactions! Our technical diligence delivers concrete data on quality and quantity thereby helping us to judge the feasibility of the project.

FIT OUT ADVISORY

We evaluate design and services for each property under consideration, prepare conceptual drawings for your consideration, prepare budgets and approvals, review timing, design and construct your fit out and conduct financial and legal due diligence.

“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 India 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 water.”



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 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.

“A start-to-end plan of efficient execution and management.”



PLANNING AND EXECUTION METHODOLOGY

WORKPLACE STRATEGY

Our workplace strategists gain a deep understanding of your business model - from its people, culture, existing systems, policies and also its technology. These form a thorough canvas upon which we design your workplace strategy.

SPACE PLANNING

We monitor how your current space is being utilised using specially designed tools. With practically no disruption to the daily workplace routine, this rigorous exercise reveals to us insightful data collected on the utilisation of each area and its exact purpose.

SUSTAINABILITY CONSULTANCY

After assessing your organisation's current environmental performance and discussing your sustainability aspirations, our consultants provide you with real statistics and ROI figures to prove the cost efficiency of your sustainable choices, beginning with just a change in the way your office works!

DESIGN SERVICES

We have the experience to solve a wide range of design challenges in projects related to manufacturing, industrial and institutional facilities. We can assist our clients across India and other locations.

FIT OUT CONSULTATION SERVICES

We create the conceptual design, document the detail and build your office fit out in fast tracked and cost-effective method. We provide test fit out, planning, design and commissioning.

REFURBISHMENT

We assume responsibility for the entire office fit out life cycle. We reduce your exposure to risk and provide a single point contact.

“Project Management and Sourcing go hand-in-hand, to ensure lowest costing in materials within the stipulated time frame.”



PROJECT SUPERVISION

WORKPLACE MANAGEMENT

We work closely with our customers to discover and understand their workplace strategy and to facilitate workshops and surveys that uncover their organisation's culture and working styles. We bring in specific and relevant domain and industry knowledge, leveraging our approach. Furthermore, in order to facilitate the creation of new workplaces.

This approach allows our customers increased choices with regards to:

- The role that technology will play in the work environment
- The way connectivity and mobility will fit with innovation needs
- The relevance of wellness (including ergonomics) in company values and staff motivation
- Change management support including employee training and education
- Integration of various cultures and generations into a flexible workplace

MANAGED SOURCING

Multiple products, different manufacturers, varying lead times, storage needs, delivery and install dates - we can assist your project team by managing the inherent complexity of multiple timelines for all of the project furniture needs. We will work with your design and facilities team to identify the primary manufacturers, negotiate pricing and manage the procurement, logistics, installation, warranty and follow-up services for all furniture purchases.

PROJECT MANAGEMENT ASSISTANCE

The success of an office fit out project is dependent on a long list of important and inter-related tasks. These tasks must be scheduled in sequence and coordinated with appropriate resources.

Countrywide CRE's Project Management Assistance Services use best industry practices and tools to provide our clients and all project related resources with a visual reference to quickly see where and when they fit into the project's Master Schedule.

“Any analysis is only effective when the solutions to the issues are applied successfully.”



ANALYTICS SERVICES

More and more companies are looking for the right metrics to assess the effectiveness of their real estate utilisation, space occupancy, employee productivity and general efficiency of the workplace. We work with our partners to provide our customers with technologically advanced, non-intrusive ways of

getting the relevant data from the workplace and turn it into a useful tool for decision making - measuring footprint space utilisation across the floor plate, meeting rooms occupancy, unassigned desks usage and costs savings generated by tele-commuting or working offsite.

CHANGE MANAGEMENT

A change in the work environment is never a small matter for a company. Our comprehensive approach in the early stages helps give your project direction by harmonising it with your company's overall strategy. We rely on the expertise of our teams of professionals from other fields (human resources, organisation, corporate strategy, etc.) to serve

the growing demand of our customers. Good change management is vital to the success of your project and can be reactive or proactive. Supporting managers in times of crisis, facilitating management work groups on the new spaces or workstation ergonomics and implementing tele-working solutions are all ways we support changes in your company.

LEASING

More and more organisations are shifting a greater percentage of their overall floor plate to collaborative spaces to support 'new ways' of working. With capital being chased by many important priorities we understand that locking up expensive capital in furniture would be the least priority for most organisations. We offer a customised solution through our partners where we are able to manage the entire furniture requirement under a leasing arrangement.

“In Real Estate,
the acquisition of an asset, be it
via Lease or Sale, requires careful
consideration as it may affect
your long-term business goals.”



STRATEGIC SERVICES

RENT REVIEW

We audit your current Real Estate Portfolio and the subsequent rentals and arrive at inferences that could align your business, its growth and the perceived Real Estate Requirements.

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.

INSIGHT

Being a 100% Tenant Oriented company, worldwide, we have no conflict of interest. The knowledge we have of the market and norms will be shared with you from day one to enable you take informed decisions.

UNIQUE TOOLS

We have at our disposal tools to calculate exact space requirements, accounting for current as well as future estimates of manpower.

ESTIMATED TIMELINES

Your time is valuable. Period. And we shall endeavor 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.

SYNCHRONISATION

The alignment of your operational, financial, business and human resource objectives are paramount. The entire Real Estate Strategy drawn up will be centered around these core objectives of your company.

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.

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.

“Searching for the right fit in terms of Real Estate so that it is in line with your business goals can be a tedious process.

Our global expertise and proprietary tools helps you in streamlining the options being considered right from day one.”



TOOLS AND TEMPLATES

LOCATION MATRIX

Our specifically designed tools help you arrive the most ideal location your business needs to be in, in order to grow and be aligned with your strategies. Weightage is given to different factors to arrive at the best suited locations.

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.

INNOVATIVE SEARCH

With our excellent relationships with landlords, tenants and developer and armed with data of expiring leases in the locality, we will be able to provide you with property options that may otherwise be unavailable on the market.

SITE SELECTION MATRIX

Our unique tool for site selection provides us with a weighted average score for comparing the sites shown to you. This gives you a list of shortlisted sites in order of preference, making it easy to take best decision for your business needs.

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.

OPPORTUNITY ASSESSMENT

Being aware of the market helps us find those Real Estate Assets that may be a perfect fit for you, your business and your objectives. It will present itself as an opportunity for your business to grow with a cost effective real estate solution.

LISTING

As we make the requirement brief as detailed as possible, our listings are not mammoth in number, but extremely streamlined, in order to ensure time is not wasted in visiting options that do not come close to the required criterion.

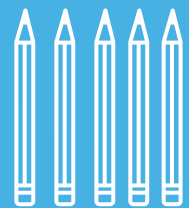
MARKET REPORT

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.

FINANCIAL ANALYSIS

Capital as well as Recurring Expenses can be a strain on Cash Flows for any business, and we ensure you are aware of the Capital Expenditures as well as Recurring Costs for the foreseeable future by means of Cash Flow Statements that include all costs and expenses perceivable.

“Our ethos doesn't allow us to be a Run-of-the-Mill service provider and hence we strive to differentiate ourselves in each way possible, with each endeavor, however small, aimed at making your experience in selecting a Real Estate Asset as great as possible.”



TRANSACTION SUPPORT SERVICES

TEST FIT LAYOUT

We believe it is imperative that you get a feel of what your office will look like when fitted out. It is essential to know how the seating will be arranged, how many employees will be able to operate, and how much room for future expansion can be allocated to the premises. For these reasons we provide a test fit layout, in accordance with your needs.

REUSE AND RECYCLE

There are innovative solutions to keep costs low when it comes to fit outs. One such exercise we carry out, keeping in accordance with your business and values, we provide scrap analysis for existing fixtures or also estimated savings in using existing fixtures/ services in the new office, we allow for significant savings as a possibility when budgeting for a new premises.

OCCUPANCY PLANNING

Planning and demarcating which areas shall be occupied by which vertical, movement plans across the office, etc are important. Besides, deciding whether the layout of the office is in line with company culture and values is necessary.

CAPEX FINANCING

Through our partnerships, we can help your business save the initial outlay towards fit outs by providing you options for financing. This type of funding helps you invest more in your business than tying up funds towards Capital Expenditure for your Real Estate asset.

ESTIMATED BOQs

Apart from the monthly rental or outlay for sale, the Capital Expenditure involved in Fit outs is also a major cost for any company. Understanding and arriving at the cost to the closest rupee is necessary to plan company cash flows and budgets.

“Negotiations do not only involve the financial aspects of a transaction. More than that, we are of the opinion that the salient, non commercial aspects of a deal can have long-term repercussions on a company’s goals and objectives.”



TRANSACTION MANAGEMENT

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.

NEGOTIATION TOOLS

A uniquely designed negotiations tool is given to you at the time of negotiations with the landlord or developer, where real time alterations in the cash flow can be checked. This is done to ensure that whatever rate we finalize upon, it remains in line with your organization’s goals and planning.

MARKET RESEARCH

Before negotiations commence, we shall provide you with definitive data of the latest transactions closed in the premises or in the locality so that you are aware of the actual market closing prices. This will further help get internal approvals on a budget range that will suit the cash flows of the company.

MAXIMUM VALUE

Being the only 100% Tenant Oriented company in the world, we only have your interests in mind. All that we do, we shall do to maximise value for your business. Our negotiations are primed to be effortless, focused and all in all, a different experience for you.

BEST PRICE

Being aware of the latest developments in the market, we aim to get you the best price for your asset, so much so that we can challenge anyone to try and get your business a better deal than the one offered by us.

VALUE PROTECTION

We understand the Financials form only a part of a transaction. Apart from getting your business the best price, we endeavor to ensure that all other terms and conditions are in your favor and that your business remains secure over time.

SAFEGAURD INTERESTS

Prior to commencing negotiations, our experts will inform you of the clauses that we will need to incorporate in order to safeguard the interests of your growing business.

“The entire process of documentation and subsequent follow-ups can be a time consuming affair. It forms a very integral and important part of any transaction and needs to have a focused effort to execute.”



DOCUMENTATION, MOVE-IN AND SET-UP SERVICES

LOI

Our policy is to advise any business to sign an exhaustive LOI to save the trouble of any unwanted surprises cropping up during the agreement discussion stages. We assist in drafting the LOIs and ensure that, as brokers, all points discussed and agreed upon are stated in detail.

AGREEMENT

Even though we do not provide Legal Counsel in any manner and always insist that a client enlists the help of a legal firm, we review each page of an agreement to make sure there are no hidden clauses or deviations from what was agreed. We even sit on legal meetings to ensure commercial aspects of the transaction are not diluted in any manner.

SIDE LETTERS

With the current scenario of the Indian Market and its various loop holes in the legal system, we help draft Side Letters to capture any discussions outside the scope of the agreement, that will have to be adhered in the course of the lease tenure or in the future.

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.

POST PURCHASE FOLLOW-UP

We know that our involvement in a transaction doesn't end on signing of an agreement. Through experience we have realized that post agreement commitments made by either party need to be upheld to meet the timelines expected and we continue to be involved in the transaction till the project goes live.

SNAG COORDINATION

There can be multiple issues that may crop up after everything is signed and documented. Be it unavailability of power during Fit outs or letters from the landlord for securing government utilities, we will always be by your side.

PAYMENTS AND INVOICING ASSISTANCE

Initial payments to the landlord or issues in invoices raised by the landlords can be a souring experience, especially at the start of a relationship. Our managers ensure that any issue is resolved amicably and with as much little fuss as possible.

PORTFOLIO MANAGEMENT AND REPORTING

Once the project goes live, there can be multiple aspects that need monitoring like payment of taxes, lease expiry, general maintenance of the premises occupied, etc. We will be available to assist you with any such matters and at times even take preemptive actions to issues we may foresee for your business.

“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 under "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.

“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.”

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.

“For a well-entrenched company, or even a growing one, managing the Real Estate Portfolio properly can be a challenge, especially to ensure that the leases do not lapse and/ or that each clause in the lease is adhered to.”



PORTFOLIO MANAGEMENT

LEASE ORGANISATION & DATA MANAGEMENT

Accurate and comprehensive lease data is the foundation in managing your portfolio properly. More often than not you'll be missing critical data points, documents, and even entire leases. We will work painstakingly to make sure all your key information - from critical dates, to financial activity to lessee/ lessor obligations is

identified, captured and accurate. This work sets the framework for ensuring that all lease terms are well understood and followed. Historical information models will be created to check for overpayments, inaccurate billing, and other problematic issues. Specific data management services include:

- Lease Abstracting
- Scanning, Indexing and Bookmarking
- Database Population
- Electronic Data Migration
- Lease Data Verification

LEASE ABSTRACTING

Data integrity is mission critical to all aspects of the lease administration cycle. A thorough and complete lease abstraction is the essential first step in this process. Hundreds of data elements combined with nuanced legal language can create a minefield of potential error, omissions, interpretation mistakes and missed opportunities that can

cost millions of dollars and severely harm corporate real estate policy. Navigating this minefield successfully on a consistent basis requires seasoned, sophisticated expertise and judgment. Lease Abstracting Services include:

- Detailed Lease Analysis
- Lease File Verification

- Identify Unusual Lease Provisions, Financial Obligation and Other Inconsistencies
- Read and Abstract Required Information
- Database Population
- Review and Quality Assurance
- Scanning, Indexing and Bookmarking

“An audit of existing leases at regular intervals will keep a company abreast with where they stand with their existing Real Estate portfolio vis-a-vis the current market scenario.”



LEASE AUDIT

Successful lease auditing is more than reviewing invoices and payments for errors. You must possess extensive experience in the real estate business and a deep understanding of how the building operates and have the experience to properly calculate your expenses based on your negotiated lease terms.

Our professionals employ both the right analytic and resolution strategy to achieve maximum recoveries. Lease Audit Services include:

- Lease Abstraction
- Desktop Audit
- Field Audit
- Lease Restructuring

PORTFOLIO MANAGEMENT

Successful portfolio management starts with sound processes. We assist you in developing the right process that will help you achieve your business objectives, operating requirements and financial goals. Performance data is collected, analysed and continually measured against the baseline. Specific portfolio management services include:

- Risk Mitigation Strategies
- Streamline Processes
- KPI Development
- Portfolio Measurement Strategies
- Management Reports

LEASE OPTIMISATION

The key to successful lease optimisation is getting the best performance from each lease in your portfolio. Our lease experts will perform a comprehensive review of each underlying lease with the goal of reducing your operating expenses, maximising lease performance, and aligning each lease in your portfolio to support your company goals. Specific portfolio optimisation services include:

- Measure Lease Performance Against Market Data
- Cost Segregation Studies
- Lease Audits
- Actionable Recommendations



4B-21, Paragon Plaza, Level- 4, Phoenix Market City,
LBS Road, Mumbai - 400 070
www.countrywidecre.com
