

Consulting Corps

REAL ESTATE SOLUTIONS YOU CAN RELY ON



CRE

THE COUNSELORS OF REAL ESTATE

Expert Assessment Insightful Analysis Strategic Thinking

CRE

The Counselors of Real Estate
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Your real estate assets require professional assessment, thoughtful analysis, strategic thinking, and a market-driven action plan.

- Where can you find specialized real estate advisors with track records you trust?
- Who has the vision to understand both the potential of your real estate assets and the realities of your budget?
- Where do you find the seasoned experience that assures answers you can rely on?
- Who has the long-term perspective to grasp the scope and intricacies of your real estate dilemma?

You access all of this and more when you engage the Consulting Corps of The Counselors of Real Estate.



Experienced Reliable Visionary

The Counselors of Real Estate, the world's premier association of real estate professionals, is comprised exclusively of leaders in the field of real property advisory services—otherwise known as “real estate counseling.” Unlike most property specialties, real estate counseling is a process, not a discipline. It requires knowledge of all aspects of real estate and focuses on big-picture thinking. Counselors leverage their experience, seasoned perspective, and unequaled professional network to provide the right solution . . . whatever the problem, whatever the property, whatever the context.

Membership in The Counselors of Real Estate is highly selective and extended by invitation only. A stringent process of selection ensures that individuals awarded the CRE credential have attained the highest levels of expertise and achievement in their field. Counselors worldwide share recognized records of accomplishment, a commitment to excellence, an uncompromising adherence to rigid standards of professional conduct, and a highly visionary, yet invariably practical approach to real estate problem solving.

“A team of five highly qualified Counselors from various regions of the country, representing well over 100 years of experience, spent six days in Phoenix. Their recommendations responded well to our questions and showed comprehensive understanding of the issues. We have already begun implementing some of their recommendations and are working the rest of them into an area plan.”

Joy Mee

CITY OF PHOENIX PLANNING DEPARTMENT
PHOENIX, ARIZONA

Strategies for Sound Real Estate Solutions

The CRE Consulting Corps, a public service program created and managed by The Counselors of Real Estate, provides municipalities, not-for-profit organizations, educational institutions, government entities, and other such owners of real property the answers that not only solve their real estate problems but invariably enhance the property's performance. The Corps has served a broad range of clients: from large universities such as the University of Texas to smaller institutions like Mississippi's Tougaloo College; sophisticated urban centers such as Phoenix, Arizona, to small towns like Glen Rose, Texas; major government agencies such as the U.S. General Services Administration to Town Councils in communities like Harford County, Maryland.

Each Consulting Corps project is conducted by a small group of volunteer members whose experience and skill sets are tailored to the specific needs of the client. The extensive talent base available within the CRE community ensures that Consulting Corps teams can handle virtually any real estate problem no matter how complex or how sensitive. No problem is too big or too small for the CRE Consulting Corps.

The size and scope of assignments range from relocation of a homeless shelter to redesign of a 580-acre desert habitat; from evaluating client properties for the establishment of market rental fees to creating action plans to enhance and protect the long-term value of university neighborhoods; from assessing the highest and best use potential of 400 acres of excess land to advising the Polish government on how to maximize the income potential of property assets associated with its national railway system.

"The CRE panel was absolutely outstanding. They challenged our thinking and asked the right questions. They put us on the track we need to be on."

Bill Matthews

GENERAL SERVICES ADMINISTRATION
WASHINGTON, D.C.



Identifying Your Needs

The issues connected to real estate are complex. The data to sort through and consider is vast. The choices are many.

- Are you considering the right real estate opportunities for the right reasons?
- Do you have a strategic plan, and more importantly, an action plan to guide your development initiatives?
- Have your plans been evaluated by unbiased, objective real estate professionals to ensure your investment of time and money is protected?
- Are you leveraging your real property assets to achieve your organizational mission?

To maximize your real estate assets and make certain they continue to work for you during good times and bad, you need the knowledge, experience and judgment of The Counselors of Real Estate Consulting Corps.



Advisors with a Full Range of Real Estate Expertise

Creative real estate solutions require seasoned knowledge and visionary thinking—the kind of expertise available through members of The Counselors of Real Estate.

Depending on the problem to be solved, our Consulting Corps teams may include developers, work out strategists, urban planners, financiers, asset managers, and experts in taxation and law—multi-disciplinary professionals who have the answers you need, no matter how complex the issue or contentious the environment. When you engage the CRE Consulting Corps, you access a diverse brain trust of strategic thinkers with the confidence to attack your real estate problem, which only skill and experience bring.

The scope of knowledge within the CRE membership is unparalleled in the industry, providing the highest levels of professional acumen and proven talent available in today's complicated marketplace.

CRE Consulting Corps teams can provide solutions for:

- adaptive reuse
- development and redevelopment
- economic impact
- environmental impact
- feasibility and market assessment
- financing and capital formation
- highest and best use
- historic preservation
- neighborhood revitalization
- sustainability and “green” planning
- relocation analysis
- public/private partnerships
- asset management



Team Structure

Each Consulting Corps assignment requires specialized expertise. Once the scope of your project is defined, a CRE representative will work with you to identify the types of experts needed to solve your particular problem. No matter what knowledge base your problem requires, how complex the question, or how delicate the issue, the Counselors' Consulting Corps has the right group of professionals to lead you to the right decision.

Typical Clients

CRE Consulting Corps clients typically include municipalities, not-for-profit organizations, educational institutions, and government agencies. Private owners of strategic real estate assets may also apply for Consulting Corps services. When appropriate, clients from both the public and private sectors may partner to engage a CRE Consulting Corps team.

Established in 1997, the CRE Consulting Corps has served a broad spectrum of clients, including:

- Municipalities—large cities and small towns worldwide;
- Educational institutions—major universities to small private colleges and local school boards;
- Not-for-profit organizations—a full range of organization types, including hospitals, religious communities, and advocates for the homeless; and
- Government agencies—from local county governing bodies to state and federal agencies in the United States and abroad.



"The Counselors were well organized as a team, had sound methodology, were careful and precise, and above all, very ethical, enthusiastic and engaging. The panel results and advice led to a general policy for the government toward Granary Island. All the economic and financial analyses will contribute substantially to future negotiations with potential investors/developers."

Roman Sebastyanski

CITY OF GDANSK
GDANSK, POLAND

Immediate Results

As an added benefit, you receive your answers quickly. CRE Consulting Corps teams do advance preparation and work long hours on-site to deliver their recommendations, usually within a week. You don't wait for answers you need now. And you don't wait for long, verbose reports that end up on a shelf.

Affordable Fees

In these times of limited resources and seriously constrained budgets, the services of the CRE Consulting Corps are affordable. Each project requires a significant commitment of time and effort by each member of the Consulting Corps team—review of resource materials, site visits, interviews, deliberations, and presentation of clear, substantive recommendations. However, because of their dedication to public service and the concept of "giving back," Counselors volunteer their time, and you pay a fee considerably below market for the services you receive. This modest fee, determined by the size and scope of the assignment, is paid to the CRE organization. Travel and hotel expenses are also reimbursed by the client. The fee is agreed upon before beginning the engagement and after thoughtful discussion between you and the CRE Consulting Corps representative. There are no surprises except, perhaps, the thoroughness of the work product and the creativity of the approach.



Let Us Partner with You

To discuss how The Counselors of Real Estate can help your organization solve its real estate problems, contact our Consulting Corps program director at (312) 329-8427 or send an email to info@cre.org.

Be prepared to discuss the purpose of your organization, the real estate assets in question and the problem(s) to be addressed. We will want to know about any physical, political and/or socio-economic factors that have an impact on the property as well as any additional information you believe relevant. Our Consulting Corps will take it from there.



“Together with fine leadership, the team brought a variety of experience, perspectives and expertise. The recommendations were on target and realistic. Overall, the experience was empowering. They demonstrated how to look at critical issues more creatively and confidently, and their outreach to key partners in the larger community expanded our understanding of available resources.”

Sister Alice Feeley, RDC

THE SISTERS OF THE DIVINE COMPASSION
WHITE PLAINS, NY

The CRE Consulting Corps

Experience

When engaging a CRE Consulting Corps team, your organization receives specialized insights, visionary thinking and reliable solutions from professionals with proven track records and recognized reputations of achievement.

Objectivity

Through the CRE Consulting Corps program, you obtain superior, non-partisan, objective advice.

Cost-Effective

Because CRE members volunteer their time on behalf of The Counselors of Real Estate, the CRE Consulting Corps provides exceptional service for fees that are a fraction of current market rates for such high-level advisory services.

Time-Efficient

As an added benefit to securing the services of the CRE Consulting Corps, expert advice and recommendations are provided quickly—the last day of the site visit.

When agreed upon, a comprehensive written report can be delivered, usually within 30-60 days of completion of the assignment.

“We really appreciated the group and the expertise they brought to our town. They did their homework and when the recommendations were made, they were right on the mark. There were some in our small town who were skeptical about the ability of out-of-towners to make solid recommendations that weren’t ‘big city.’ But, the group did great! They convinced our citizens that we have to do something now or we will be facing big problems in the future. I would recommend the CRE Consulting Corps at every opportunity.”

Glenn Wilson

GLEN ROSE CITY COUNCIL
GLEN ROSE, TX

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