

# Client Leveraging Experience and Knowledge to Manage & Optimize Commercial Real Estate Portfolio

Your professionalism and successes makes me very proud. I'm sure your honesty, integrity, work ethic and savant creativity will help you to become a leader in the industry. ~ **Bo O'Heffernan, Designated Broker, Simba Realty**

## PROVIDING SOLUTIONS

### The Client's Challenge

The client is a Living Trust which holds approximately \$20M commercial real estate assets throughout northern California and Hawaii. The client sought to provide a stream of steady, passive income to the Trust's heirs by maximizing the portfolio through cash flow evaluations, forecasts of future rents for lease expirations and identification of cost reduction opportunities through acquisition or disposal of real estate. The client selected The Ivy Group as its trusted advisor to align its long-term strategies with short-term expediency.

The client was looking for a life-time partner that could provide solutions to various challenges which include:

- Optimizing its commercial real estate portfolio
- Manage a complex portfolio through a combination of acquisitions, dispositions and active planning
- Leveraging experience to create and maintain value
- Balancing innovation with market conditions to tactically identify the best return on investments
- Create and distribute value to sustain future growth
- Collaborate with support processes such as accounting and reporting

### The Strategy

The Ivy Group first sought to understand the client's business goals. We analyzed the client's investment objectives, portfolio mix & risk management and methodologies. We then developed a strategy for executing to meet the client's specific requirements.

## CASE STUDY OVERVIEW

**The Client's Challenge:** The client wanted an experienced partner to manage and optimize its commercial real estate portfolio.

**The Strategy:** The Ivy Group conducted an in-depth analysis of the client's requirements to create an operational strategy for executing the client's processes in optimizing its portfolio.



**The Solution:** The Ivy Group combines experience, market knowledge, innovative strategies and technology to rebalance the portfolio to create and maintain value.

**The Results:** The client's portfolio achieved a high level of sequential improvements that is transparent and poised for growth & elevated performance through knowledge-sharing and best-practices.

## The Solution

The client's total solution combines:

- Market experience and innovative strategies to take advantage of the opportunities in today's emerging and challenging real estate conditions
- In-depth understanding of the unique nature of real estate and transforming it's usage for business gain
- Sustaining passive income growth by implementation of best practices and effective risk management
- Enhanced, real-time and accurate tracking of portfolio performance and position through information technology and business collaboration tools

A detailed analysis revealed that some portfolio assets have reached its usefulness and/or not generating enough income to achieve the client's financial and equitable objectives.

The Ivy Group's analysis led to the development of a strategy that involved portfolio diversification, risks management and volatility reduction.

## The Results

The Ivy Group and the client have enjoyed a collaborative partnership leading to sequential operational improvements. As a result of these improvements, The Ivy Group has become a trusted advisor for the client for the past three years and running. In that time, the client experienced growth in passive income which in turn dramatically increased the portfolio's value.

- **Achieve transparency.** The client is able to get full, accurate visibility as to what assets are owned, leased, where its located, how its being used and how much it costs
- **Streamline processes.** The client is much more in tune with how it's portfolio is changing incrementally and what actions may be needed to improve capital requirements, servicing and increase operational efficiency
- **Support investment strategies.** The client has been able to improve its decision making and investment strategies through cost/revenue performance data, and integrated management by communication & knowledge-sharing of best practices

## ABOUT THE IVY GROUP

The Ivy Group, headquartered in Fremont, CA, is the leading commercial and investment real estate advisor in the areas of sale, purchase, lease and partnership, balancing innovation with market conditions to tactically identify the best return on investments. The Ivy Group specializes in office, retail, medical, apartment, hotel/motel, industrial, warehouse, self storage and vacant land. We offer a wide range of professional expertise which includes buyer/seller negotiations, investment analysis, landlord/tenant representations, portfolio management, site selection and strategic consulting that balances long-term strategies with short-term expediency to create, grow and maintain value.

The Ivy Group is a privately owned company whose goal is to transform real estate into a competitive advantage. We are experts who literally wrote the book on real estate investment. In the early 2000's, recognizing the potential for real estate counseling, The Ivy Group began exploring how to utilize our knowledge as investors to deliver solutions to enterprises, businesses and property owners. In 2001, The Ivy Group was formed to serve its clients. Today, the company continues to lead the industry by assisting start-up and high-profile clients in the field of development and consultation in an increasingly challenging nature of the real estate environment.