



# RCLCO

# STRATEGY PLANNING

Leading real estate companies come to RCLCO when they face strategic challenges during crucial points in an economic cycle. We help them define a future direction for their firms, portfolios, or projects and work with them through implementation. Our ability to translate consumer trends and place-based opportunities into specific strategies is what brings our clients back time and time again. More importantly, we never ignore the fundamentals ensuring that our client firms always have the sound capital strategies, governance structures, and talent bases to support their goals. Our expertise is recognized throughout the industry. Most recently, we were asked to lead the 10-year strategic planning process for the globalization of the Urban Land Institute (ULI), and to author the ULI book *Strategy for Real Estate Companies*, which was published in April 2008.

## STRATEGY PLANNING SERVICES

- Corporate, business unit, portfolio, or asset level strategies
- Growth strategies
- Profitability strategies
- Capital formation
- Consumer-based strategies
- Place-based or geographic deployment strategies
- Organization strategies
- Green and carbon-reduction strategies

## REPRESENTATIVE CLIENTS

- The Urban Land Institute
- The Bozzuto Group
- Trammell Crow Residential
- East West Partners
- Newland Communities
- Combined Properties
- Cohen Financial
- Nolan Brothers
- The Artery Group
- Etkin Equities
- Crosland
- AvalonBay Communities
- Associated Estates

## STRATEGY PLANNING PRODUCTS

- Two-day strategy workshops
- Strategy audits
- Comprehensive strategic plans
- Portfolio benchmarking
- Visioning for regions and large land holdings

- Hershey Trust
- Koger Equity, Inc.
- Dominion Resources (Dominion Land Management)
- Stanley Martin Company
- Bonita Bay Properites
- Del Webb Corporation (now Pulte)
- Summit Properties
- H.G Fenton Company
- Mandel Group
- Paradigm Properties

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