



The CEL Advantage

Best Practices Strategic Consulting for Real Estate Enterprises

Industry Leaders in Creating Enterprise Value for the Real Estate Industry

CEL & Associates, Inc.'s unique and in-depth understanding of the real estate industry, emerging trends, product and service offerings, assets, and customer and talent expectations is a reflection of over 30 years' experience and the ongoing interaction with our 500+ real estate clients. Insights, perspectives and successful, recurring value-added strategies come from years of experience, thousands of face-to-face interactions with industry leaders and a wealth of best-practice situation analyses and applications.

CEL & Associates, Inc. is considered the industry leader in strategic consulting and the creation of enterprise value for real estate companies. This leadership position is based upon:

- CEL & Associates, Inc.'s Principals who have been **actively involved in the real estate industry for more than 30 years** as both practitioners and advisors.
- CEL & Associates, Inc. has provided a variety of strategic, compensation, benchmarking and/or organizational **advice and guidance to more than 500 real estate companies**. The depth of our insights and experience is a product of the breadth our clients; and our knowledge, gained from successful client engagements, is unparalleled.
- **CEL & Associates, Inc. has conducted millions of tenant, resident, employee and customer opinion surveys**. Our database, benchmarks and transformative Action Plans continue to add value to our clients' bottom line and transform operating performance.
- CEL & Associates, Inc.'s **active involvement and/or interaction with professional real estate organizations** (ULI, IREM, BOMA, NAA, NMHC, IFMA, NAREIM, NAIOP, NAREIT, ICSC and NAR among others), gives us a unique perspective on current and emerging industry trends, challenges, opportunities and solutions.
- CEL & Associates, Inc.'s **proprietary database** of company, asset, market, operational and benchmarking information is **one of the largest in the country**. This comprehensive knowledge is valued highly by clients eager to improve performance and achieve a sustainable strategic advantage. Our **Futures Group** has become the acknowledged leader in uncovering/identifying opportunities 5, 10 and 20 years out.
- CEL & Associates, Inc.'s President, Christopher E. Lee, recently published *Transformational Leadership In The New Age Of Real Estate*. Along with his first book, *From Good To Great To Best-In-Class*, it has **become a best seller and a practical tool for real estate companies, CEOs, leaders and professionals nationwide**.
- CEL & Associates, Inc.'s clients benefit from and have access to our **National Real Estate Compensation & Benefits Survey** (nation's largest since 1987). CEL & Associates, Inc.'s strategic compensation consulting blends knowledge with facts, insights with experience, and strategy with real-time information.
- CEL & Associates, Inc.'s professionals are **frequently quoted or featured in trade publications and national magazines**. CEL & Associates, Inc.'s leaders are often keynote speakers at industry and company events.
- CEL & Associates, Inc.'s e-newsletter, *Strategic Advantage*, provides **insights, forecasts, predictions and knowledge that over 12,000 real estate leaders and professionals receive, read and rely upon** to guide their business and growth strategies.
- CEL & Associates, Inc.'s white papers on the **future of the real estate industry** are widely used by real estate firms to shape and guide future business decisions.

