



## Real Estate Strategies That Work

- Create a 3- to 5-year vision/strategic plan and a 5- to 10-year outlook plan.
- Grow recurring revenues to offset 75% or more of corporate overhead.
- Create and implement a robust talent management plan.
- Create and implement an aggressive, “differentiating” branding and marketing plan.
- Build the balance sheet with adequate rainy-day funds.
- Streamline business practices and reduce/eliminate redundancies.
- Upgrade and integrate interactive technology throughout the organization and within all business practices.
- Identify and lock-in next generation (High Potential) stars.
- Create sustainable governance and have designated No. 2s for all mission-critical positions.
- Eliminate all non-core, non-essential services, products and/or assets.
- Secure sufficient capital for growth and future opportunities.
- Grow customer share and wallet share.
- Create a sense of urgency with accountability throughout the organization.
- Instill and govern by a set of Key Values and Principles.
- Create a workplace environment that encourages innovation and collaboration.
- Create a more contemporary/engaging organizational structure.
- Remove those who do not embrace your Key Values or culture.
- Strengthen and enhance customer service and relationships.
- Make quality and service behaviors, not policies.
- Celebrate success...collaborate...listen...and never tolerate “exceptions.”
- Do different things...not do the same things differently.
- Have fun.