



CEL & Associates, Inc.

Enterprise Strategies & Solutions for the Real Estate Industry

Top CEO Priorities For 2025

Top Priorities	Rank
Reshaping The Business Model Post COVID-19	1
Finding Deals That Make Sense	2
Growing Recurring Revenues To Cover Overhead	3
Securing Growth Capital	4
Compensation & Locking In HIPOs And Next-Generation Stars	5
Improving Operational Efficiency & Worker Productivity & Agility	6
Creating A Sustainable Governance Structure	7
Growing Client Share & Market Share	8
Accumulating Dry Powder For Future Uncertainties & Growth	9
Shedding Non-Core Assets & Underperforming Verticals	10



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