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Sleeping Beauty

The benefits of optimizing revenue, profitability, and HR and technology investments through strategic thinking and skillful execution are undeniable. Yet the last frontier of the strategic process seems to be precisely the platform from which all other business activity is launched - real estate.

Real estate is often presumed to be permanent or is perceived to be a liability rather than a business asset. These beliefs have tended to lull companies into addressing their real estate issues primarily when lease provisions make it unavoidable. Worse, office overcrowding or downsizing can force a company to grasp at "fixes" out of desperation. Increasingly, proactive corporations are discovering value in real estate as a strategic "Sleeping Beauty," rather than viewing it as the "Sleeping Dog" which is better left to lie undisturbed.

Real estate can either contribute to or present obstacles to the creating value and maximizing competitiveness and profitability. Static real estate programs that only react in a "deal vacuum" can not work in concert with ever-changing business objectives. No dynamic enterprise ever stands still. Companies that dynamically link real estate with operational, technological, cultural and financial imperatives ensure that their real estate programs, especially in light of current market conditions, tap into more robust and more profitable solutions.

Examine your real estate from a buyer's perspective - one concerned with your business priorities. See how you can awaken the hidden potential of this valuable asset. Adding business focus and flexibility to real estate does far more than save pennies per square foot in cost reduction. Focus and flexibility free up real estate to support your business plan and make certain that your company lives profitably ever after!

Andrew B. Zezas, SIOR, is Relationship Manager, Strategist, and President & CEO of Real Estate Strategies Corporation, Publisher of "*Business, Profits and Strategy*", a monthly online publication read by thousands of business, financial, and real estate executives nationally, and, is the author of two new real estate books, The CFO's Guide to Understanding Corporate Real Estate Transactions and The CFO's Guide to Hiring the "Right" Real Estate Service Provider, both of which will be available shortly at www.thecfosguide.com.

Mr. Zezas is well-known for his ease and informative style of public speaking, and has given talks, presentations, and has lead educational programs for business, professional, government, and trade associations, including the Building Owners and Managers Association, American Management Association, the U.S. Postal Service, RealComm, Society of Industrial and Office Realtors (SIOR), and others. Andrew is National Chairman of the SIOR Tenant Representation Specialty Practice Board, and is a licensed real estate instructor in Texas and Indiana. He can be reached at 908 245 5999 or via email.

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