

# Strategic Real Estate Planning Q & A

## 1. What is Strategic Real Estate Planning?

A Strategic Real Estate Plan is a roadmap that links real estate decisions to investment objectives, guiding your investment through your many short and long term real estate options...should you own or lease, expand, relocate, decentralize, consolidate or sell? If so, how?

Todd LaPlante delivers Strategic Real Estate Plans that go to work immediately. The final result involves a set of options and an actionable recommendation that complements your investment objectives.

## 2. Why does my property need a Strategic Real Estate Plan?

Having a Strategic Real Estate Plan will position your investment with the most cost effective real estate solutions and the flexibility you need in the future to adapt to inevitable economic changes. Your real estate also tells the world about your image and culture. Because of its importance and financial impact, investment real estate demands a long-term plan.

Todd LaPlante looks to provide a flexible planning horizon for real estate which incorporates 2, 3, 5 and 10 year scenarios since real estate decisions can have dramatic short and long-term implications. In addition, I take a comprehensive, analytical and highly individualized approach to determining the best real estate strategy for your investment. I make it a point to uncover all creative options, not just the obvious ones.

## 3. Does every property need a Strategic Real Estate Plan?

There are varying levels of complexity for Strategic Real Estate Planning, often driven by the size of the property and the complexity of the real estate asset. Investors that are dynamic, such as those with multi-tenant, big box buildings and high profile properties will find significant benefits from Strategic Real Estate Planning. I bring the experience of working with small, medium and large investors and understand that each plan must be tailored to the individual needs of the investment group as it pertains to the asset, whether simple or complex.

## 4. Is a Strategic Real Estate Plan different from Facilities Plans?

A Strategic Real Estate Plan does two things differently than typical facilities plans. First, it encourages an investment in real estate to perform at its maximum potential. Second, a Strategic Real Estate Plan expands the breadth and depth of planning. It must look at all of the underlying factors of the real estate asset. Consideration is given to facilitate alternatives to uncover, analyze and understand how the Strategic Real Estate Plan can deliver genuine value.

## 5. Are culture & image important in Strategic Real Estate Planning?

Todd LaPlante will view real estate decisions as much more than just bricks and mortar. I'll help you identify all of the tradeoffs and benefits of real estate decisions, and help you explore how to use your asset in order to position your investment and its value in the marketplace.

## Strategic Real Estate Planning Q & A continued...

### **6. What about “location, location, location?”**

In a Strategic Real Estate Plan, location means more than just addresses...it means exploring all creative real estate investment options such as reinvestment, maximizing rental income, upgrading, enhancements or any combination. It means understanding growth trends and looking at where to position your investment to attain the goals and objectives the investor seeks to attain. Todd LaPlante first looks at location options in a generic sense- without focus on particular locations - to assess whether a particular location is the best answer for the investment goals. The plans give the investors as many options as possible – and the data and analysis to make the best decisions.

### **7. How long does a Strategic plan take? What will be the end result?**

The Strategic planning process can take a half to 3 months, and the end result for your property will be a detailed plan with recommendations for up to a 10-year real estate strategy that fits your investment goals, objectives and challenges. The plan will explore all alternative short and long term solutions, compare their financial impacts, and weigh how each meets the decision criteria. Todd LaPlante prides itself on delivering Strategic plans that go to work immediately. The final result must involve a set of options and actionable recommendations that complements the investment goals.

### **8. How does the Strategic planning process begin?**

The investor should make the commitment to become involved as much as possible. Since the Strategic Real Estate Plan will be linked closely to the investment goals, access to the property, operations, financials and management information is critical. Additionally, having direct lines of communication with decision makers is just as important. Once a decision is made to proceed, a kickoff meeting is the first step to getting the plan started. This will then identify project goals, team resources, and set a schedule.

After reviewing existing information, Todd LaPlante works to understand the investment goals, objectives and plans for the near-term and future of its current real estate assets or portfolio. This step involves a physical inspection of current facilities, a review of financial data related to real estate, and analysis of the market, trends, options for reinvestment, refinancing, additional acquisitions and shifts in the economy.

### **9. What are the benefits of having a Strategic Real Estate Plan?**

Results vary, but Todd LaPlante’s approach to solving your Strategic Real Estate Planning puzzle remains constant. Todd LaPlante will lead you through a disciplined process that identifies realistic, long-term options and defines a relative net financial impact of each option. The plan will allow your investment decision makers to know its options and prepare for their financial implications and desired outcomes.