

Q: Which leases should I focus on?



**Services**

- Advanced real estate strategic planning tools customized to each client's portfolio.
- Utilizing rigorous market analysis and econometric projections from leading real estate market data providers.
- *Idea leadership* from respected, independent strategists.

**Benefits**

- Improve management of market risk and opportunity.
- Reduce costs through prioritization of strategic and operational decisions.
- Enhance strategic communication: supports CFO-level recommendations, business unit strategy, and performance benchmarking.

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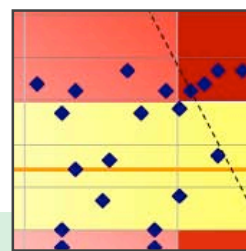
**1 a. Portfolio Strategy: Portfolio Priority Grid**

The CRE Challenge: I have a complex portfolio. Which are my highest impact upcoming lease renewals?

The Corporate Portfolio Analytics Solution: **The Portfolio Priority Grid™**

- Identifies which upcoming leases are in the highest risk locations for rental rate increases.
- Graphs locations from lowest to highest market risk.
- Uncovers opportunities to power negotiate, explore early renewals, or take "short" positions.
- Most importantly, helps focus limited CRE resources on top priorities in the portfolio.

The Portfolio Priority Grid is our client's favorite platform to establish common goals and clear communication of urgency and risk both within the company and with key service providers.



**Case Study: Portfolio Priority Grid**

By accessing the address and lease expiration date of our Client's locations, CPAnalytics identifies the degree of price risk these locations may face over the next five years. Near term, high pricing risk locations are the most urgent (shown in red) while those mid-term leases in flat or declining markets may create opportunities to lower future lease costs (shown in yellow). This analysis created a sense of urgency within the Client's corporate real estate group, and led them to examine high market risk leases earlier in time than they had previously.

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