

# Fall 2002 – Education Session #1

Topic: “Real Estate and Finance”

Friday, Nov. 22, 2002 8:30 a.m. – 11:30 a.m.

Wonderware/Invensys Corporate Headquarters

26561 Rancho Parkway South, Lake Forest

As our first education session of the year, the Education Committee is proud to bring back to the Orange County Chapter a presentation from World Workplace. This program tackles some of the more challenging topics in IFMA core competencies namely -Real Estate and Finance. These interrelated topics are presented using current day examples and practical application models.

Borrowing from the World Workplace text, the following is an excerpt from their presentation description:

".....For corporate real estate to play an effective role in a company's financial success, real estate decisions must reflect the core business strategy. Today, greater uncertainty in the global marketplace, increasing shareholder demand for immediate and sustained earnings, heavy emphasis on performance ratios and ratings, and ever-increasing investment in people, process and technology are forcing companies to look inward for sources of stranded capital and value.

Historically, an overlooked asset by many corporate users, real estate may hold the key for certain companies to accomplish a number of critical operational and financial objectives.

Learning Objectives:

1. Understand the importance of aligning corporate policy with real estate strategy.
2. Develop corporate decision drivers performance metrics with a CRE strategic plan.
3. Determine whether structured finance can be applied.”