

# Global Strategy

We partner with clients to develop dynamic solutions to their most complex real estate problems.

The Global Strategy approach is rooted in actively listening to clients, thoughtfully considering their unique goals and leveraging our broad range of expertise to create frameworks for action. Comprising management and real estate consultants around the world, the Global Strategy team taps into a suite of data, tools and methodologies to support both large corporate business transformations and single-facility solutions spanning industry sectors and asset types.

## Portfolio Strategy

- Strategic Portfolio Assessment
- Cost Reduction Strategy
- Asset Optimization & Capital Planning
- M&A Due Diligence & Integration

## Location Strategy and Site Optimization

- Corporate Location Strategy & Site Selection
- Relocation, Expansion and Consolidation Feasibility
- Community & Site Due Diligence
- Workforce and Labor Analytics

## Economic Development Consulting

- Strategic Planning and Target Industry Studies
- Workforce Development and Talent Attraction
- Asset-Based Community Development Advisory
- Stakeholder Engagement and Communications

## Supply Chain Optimization

- Supply Chain Strategy & Analysis
- Logistics & Network Optimization
- Operations Strategy & Warehouse Design
- Outsourcing, Spend & Vendor Management

## Economic Incentives Advisory

- Program Research and Feasibility
- Negotiation and Implementation
- Compliance Management
- Portfolio-Wide Incentives Evaluation



## ABOUT NEWMARK

**We transform untapped potential into limitless opportunity.**

At Newmark, we don't just adapt to what our partners need—we adapt to what the future demands. Our integrated platform delivers seamlessly connected services tailored to every type of client, from owners to occupiers, investors to founders, and growing startups to leading companies. We think outside of boxes, buildings and business lines, delivering a global perspective and a nimble approach. From reimagining spaces to engineering solutions, we have the vision to see what's next and the tenacity to get there first.

## CONTACT

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## A HOLISTIC APPROACH

**Ensure** that clients are well equipped to make a real estate decision, empowering them with compelling evidence and awareness of risk-related dynamics before entering a new market.

**Optimize** talent attraction and retention, operating costs and conditions, location and workplace strategies, and other unique concerns that are foundational to our clients' business competitiveness.

**Unlock** unrealized value in every business where operations and real estate matters are not yet fully integrated, identifying and overcoming hidden issues and constraints to build organizational consensus.

**Leverage** descriptive, prescriptive and predictive analytics to make the most out of our clients' data, anticipating the future to inform the present.

**Minimize** rising or problematic long-term operating costs, reduce deployment of significant CapEx that does not meet a stated financial or operational objective, and avoid potential business disruption and unforeseen hurdles.

**Bridge** stakeholder divides to create a client experience that is reflective of diverse perspectives and an evolving set of industry, process and revenue-generating objectives to arrive at the most defensible position.

