



## Taking the Bird's Eye View to Handling Your Commercial Assets

One of the biggest mistakes that a company could ever make is to view its commercial assets as individual holdings. The fact is, each piece of property represents a jigsaw piece of a much larger puzzle. And far too often, companies that fail to take this bird's-eye view will put up valuable industrial properties for sale, never realizing their potential in the grand scheme of business operations.

### Take a Snapshot

The first step is to take the equivalent of an aerial snapshot of the sum of your company's individual parts—in this case, "parts" representing the actual commercial assets that make up a substantial part of the company's worth. But simply getting a map bearing and building count isn't enough. In depth analysis should be conducted to gather information that will play a critical role in the company's evolution, including the following.

**Operating costs.** Perhaps no information is more critical to determining whether or not a commercial asset is worth hanging onto, or worth getting rid of, than this.

**Building location.** Depending on whether a building is located in the center of a bustling business district or in a slightly more remote industrial area can make all the difference in the world to determining its usefulness for fulfilling requirements for needed office space or equally indispensable storage space.

**Building types.** Yet another attribute that will determine the usefulness of a commercial property for future company endeavors.

**Financial risks involved.** This information is vital to helping you determine if an asset is worth keeping, or if the company would be better served listing certain industrial properties for sale and shifting the profits elsewhere.

### Take a Step Back

In order to make decisions to implement company-wide changes, it's necessary to take a step backward and view the whole of the business and its varied properties. What this does is allow you as a company leader to make far more educated decisions about the company's direction as a whole, giving you the footing necessary to take the company in new directions that may not have seemed feasible prior to getting such a high level perspective. Although the process of taking a less focused view might seem counterintuitive, it plays an important purpose. For example, doing so could reveal the opportunity to shift operations from one location to another instead of signing on to a potentially costly industrial lease somewhere else if it's determined that one of its satellite locations is short on much needed office space. It could also open up doors of opportunity to cut overhead costs and even bring in additional revenue if you decide to merge operations to one facility and sub-lease a vacant property.

Although it's not impossible to perform an accurate analysis of the whole of your commercial assets, you could benefit greatly by consulting with a [professional real estate brokerage](#). Doing so will give you a far better understanding of the value of your commercial assets in the existing market, and will help you arrive at high level company decisions with more certainty

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## ABOUT THE AUTHOR

### Cardinal Real Estate Partners

Cardinal Real Estate Partners are brokers and consultants that think differently. Determined to be an advocate on behalf of clients, the firm has carved out a new niche of professionals in the commercial real estate industry. It has deliberately set itself apart from commercial brokers by offering clients three distinct differences that make it, in essence, the “anti-broker.”

Cardinal employs **educated professionals** who can deliver a level of expertise that traditional brokers do not. The principals have years of institutional real estate experience and are part of a team of skilled consultants—i.e., lawyers, architects, project managers, and engineers that are passionate about the skills they bring to the transaction.

Cardinal has designed **four proprietary processes** and numerous knowledge products for buying, selling, leasing, or acquiring/disposing of public assets. Each process outlines the best path to meeting your goals, with a detailed analysis of your specific needs, a customized strategy, extensive due diligence, and marketplace analysis.

For sellers: **The Comprehensive Asset Sale™**

For buyers: **The Real Estate Capital Investment Review™**

For tenants: **The Strategic Tenant Advocate™**

For public assets: **The Public Asset Maximization Process™**

Cardinal has set in place **accountability** at a level previously unheard of in the broker industry. With each client, Cardinal determines and agrees upon a series of Key Performance Indicators (KPIs) for measuring the success of your deal. After the closing, Cardinal reviews the outcome and level of your satisfaction, then bases its compensation on the extent to which it achieved your goals.

There is a better way to broker.

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