



VerumConsulting

Sound business strategies for the road ahead.™

Corporate Real Estate Outsourcing Services

Making RFP's Fun Again!

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Sound business strategies for the road ahead.™



Our Corporate Real Estate outsourcing process is the “reset” the industry needs – resulting in stronger partnerships between clients and service providers, and more effective performance management and governance. The first question we ask is:

What's your outsourcing situation?

CRE Outsourcing Services - Situation #1

Your outsourcing relationship is good, but you want to make it even better. Verum Consulting provides tools and techniques for performance management, governance, best practices, reporting, and improved team dynamics.

Think of us as outsourcing “**Mechanics**”

CRE Outsourcing Services - Situation #2

Your outsourcing relationship is not good, but you're not ready to give up. We re-establish working parameters, which may include: revisiting the terms of the original contract, re-organizing the team, or creating different communication protocols.

Think of us as outsourcing “**Marriage Counselors**”

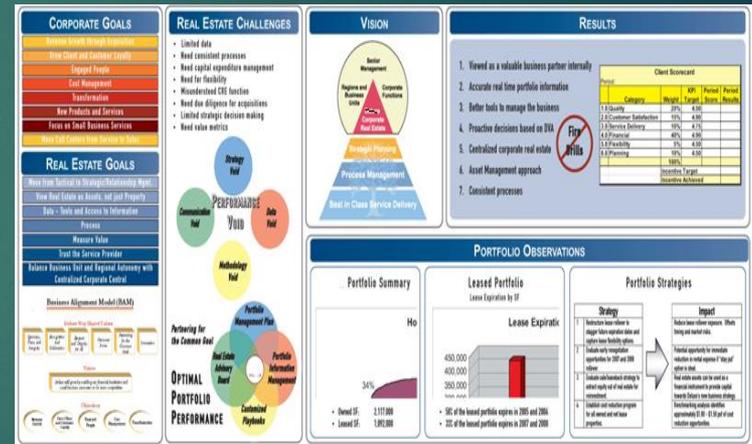
CRE Outsourcing Services - Situation #3

Your outsourcing relationship is broken, or it's simply time to re-bid the business. We manage the end-to-end RFP process, from RFP development to post-award transition management and oversight.

Think of us as outsourcing “**Divorce Attorneys**”
(but nice ones!)

We use our proprietary V.E.R.U.M. process to combine individual and team feedback into a clear, realistic, and achievable plan.

V = Validate assumptions
E = Eliminate obstacles
R = Re-cast expectations
U = Unveil the new strategy
M = Manage the implementation



Our Unique Approach to RFPs

- ❖ The V.E.R.U.M. process establishes the context and overall direction for the outsourcing initiative.
- ❖ We then pre-select only those service providers that match the client's service needs – no wasting anyone's time.
- ❖ We hold collaborative, experiential, pre-bid sessions with each prospective service provider.
- ❖ We “crowd-source” the RFP questions from these preliminary meetings.

Our Unique Approach to RFPs

- ❖ We then “reverse-engineer” the RFPs, so that evaluation is easy and straightforward.
- ❖ We eliminate the marketing spin, so you can focus on substance.
- ❖ We adhere to realistic timelines, and remain respectful of the time invested by all parties.
- ❖ We help scorecard the providers, building a sound and pragmatic business case for the decision.

Why Choose Verum to Run your RFP?

- ❖ We help negotiate the master contract, including performance management, governance, and other must-have provisions.
- ❖ Post-award, we establish communication and reporting protocols, the designation of responsibilities between the service provider and the client, and the cadence for formal reviews.

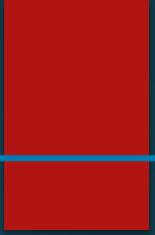
Why Choose Verum to Run your RFP?

- ❖ Post-award, we manage the transition to the new provider, ensuring a smooth handoff with the departing provider (or, alternatively, manage the new, first-generation, engagement).
- ❖ We obtain written commitments from the senior leadership of the departing service provider on all post-award obligations.

Your Goals are Our Goals

Our RFP process ensures our clients get:

- ❖ An engaged account team with deep experience, a consistent, process-driven approach, and the commitment to capture and create value.
- ❖ A service provider that links information with knowledge and delivers both predictive and preventative insights to the real estate portfolio.

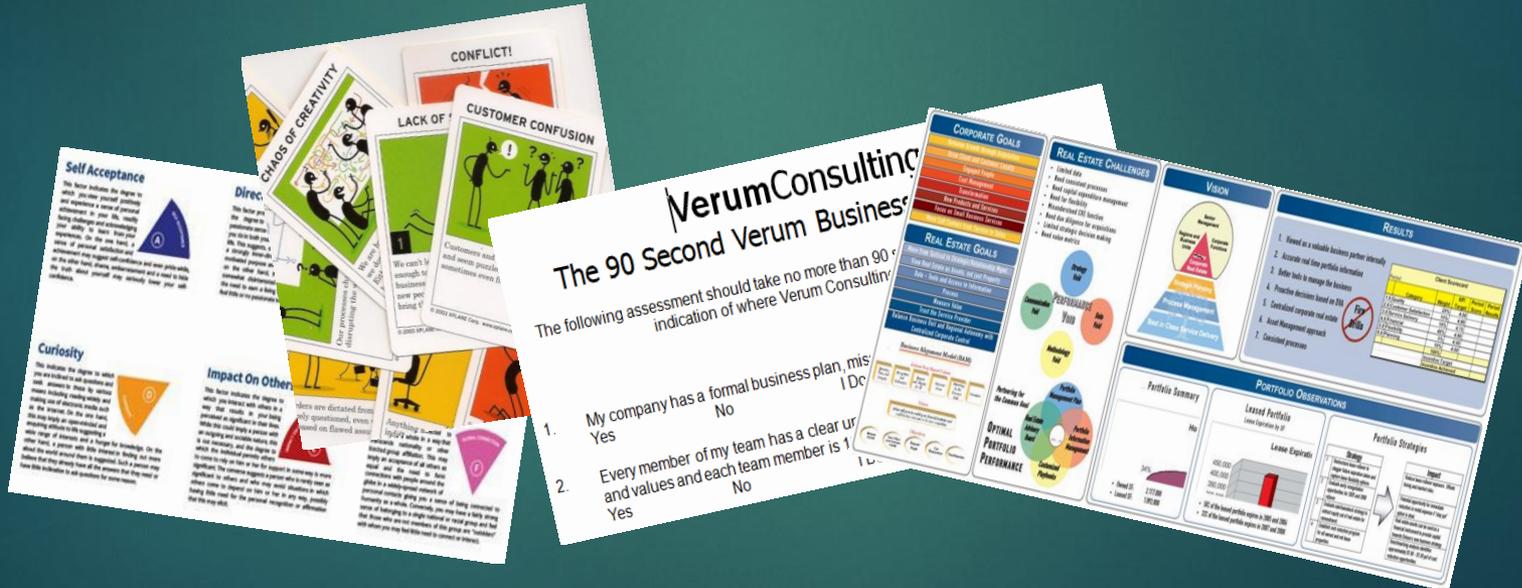


Your Goals are Our Goals

- ❖ A company committed to investing in information technology, enabling sound decision-making.
- ❖ A team that can deliver services in a cost-effective, client-focused, and highly responsive fashion.
- ❖ Ensuring a commitment to match, and evolve with, the unique needs of your portfolio, your corporate culture, and your business goals.

Our “Secret Sauce”

Verum Consulting utilizes powerful tools and methods that break down behavioral and cultural challenges that get in the way of sound strategic thinking.





Important Considerations

Any outsourcing initiative must have explicit support by the C-Suite. We can help develop leadership communications around your outsourcing initiative so that the message to all stakeholders is clear, unambiguous, and appropriate for the audience.



Important Considerations

Similarly, regular communication with potential service providers is important during the RFP process. This must be closely managed to avoid creating any hint of imbalance or favoritism.

Important Considerations

The client must provide comprehensive and accurate data regarding their portfolio and scope of work. This ensures responses to the RFP will be thorough.

If there is an existing service provider relationship, baseline data should clearly outline the team, compensation/markups, additional fees, ancillary costs, transaction costs, rebates, lease expirations, technology licenses, contract terms, etc.



For Further Information Contact:

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