



# WE COVER IT



Service Book | 2019

# WHO WE ARE

Our purpose is simple: to put our clients and our people at the centre of what's next in the world of real estate.

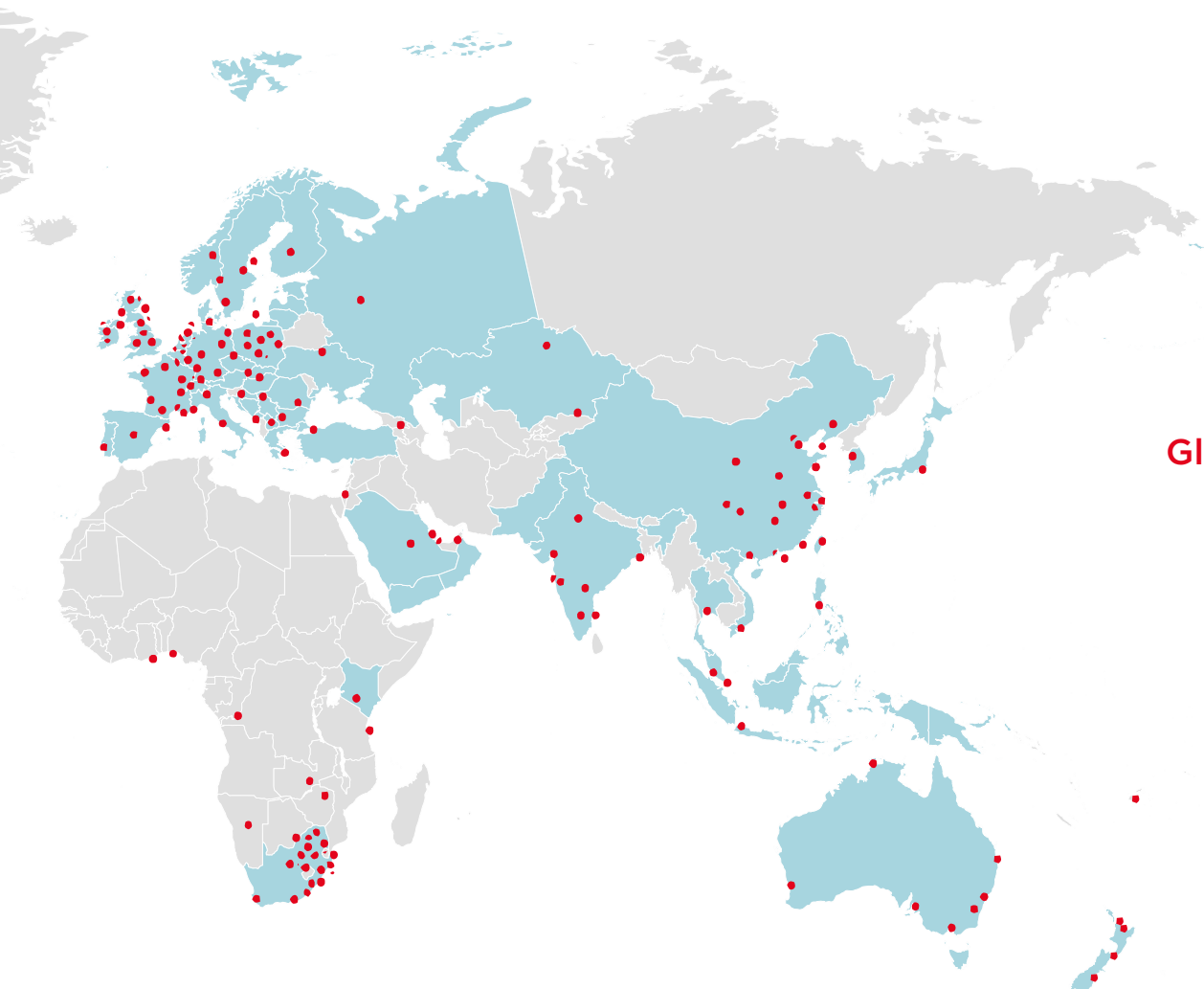
Our promise is consistent throughout sectors, services and the world. Cushman & Wakefield clients benefit from the best insights, which come from:

- an understanding of changing markets and opportunities
- an agile approach to every opportunity that guarantees adaptable, client-centric solutions
- an unwavering dedication to the business of exceeding the expectations of our clients
- and a collaborative culture that empowers our people and creates new solutions others cannot see

## THE WAY WE DO BUSINESS

We advise property owners, investors and occupiers on every aspect of their property strategies and assist them in the development, buying, selling, financing, leasing, valuing and management of their assets.





## GLOBAL OFFICES AND COUNTRY COVERAGE

Offices in 250+ cities

Global

**51,000**  
EMPLOYEES

**400**  
OFFICES

**70**  
COUNTRIES

### Confidently Global, Expertly Local

Fuelled by ideas, expertise and dedication across borders and beyond service lines, we create real estate solutions to prepare our clients for what's next in the region.

**WE ARE A FORCE FOR ACTION**

# A BETTER VIEW OF REAL ESTATE

CBS International Croatia is the Member of Cushman & Wakefield Alliance

Cushman & Wakefield is a leading global real estate services firm that helps clients transform the way people work, shop and live.

The Company helps occupiers and investors optimize the value of their real estate by combining our global perspective and deep local knowledge with an impressive platform of real estate solutions.

Cushman & Wakefield is among the largest commercial real estate services firms with revenue of \$8.2 billion across core services of office agency, retail agency, industrial agency, valuation & advisory, market research, capital markets, tenant representation, asset services, facility services (C&W Services), global occupier services, investment & asset management (DTZ Investors) and project & development services.

2017 marks the 100-year anniversary of the Cushman & Wakefield

*100 years of taking our clients' ideas  
and putting them into action.*



# REGIONAL COVERAGE

Cushman & Wakefield is present through fully owned and affiliate offices in all capital cities in the SEE region.



## BROKERAGE SERVICES

- Office Agency
- Retail Agency
- Industrial & Land Agency
- Residential Sales and Leasing

## CONSULTANCY SERVICES

- Valuation and Development Advisory
- Market Research
- Capital Markets
- Project Management
- Facilities Management & Property Management
- Marketing

# WHAT WE DO

## PROPERTY MANAGEMENT FACILITIES MANAGEMENT

- Technical Maintenance
- Hygiene Maintenance and Cleaning Services
  - Physical Security and Security Systems
  - Vending Services and Water Dispensers
    - Office Management
  - Management of Premises
- Administrative and Commercial Services

## PROJECT MANAGEMENT

- Workplace Consultancy
- Technical Due Diligence
- Cost Analysis - Tenant Improvement Project
  - Budget and Schedule Development
    - Occupancy Planning
    - Project Monitoring
    - Move Management
  - Construction Management Over Site
    - Building Assessment

## MARKETING

- Marketing Strategy Objectives
- Design, Copyright & Production
  - Media Plan Definition
- Advertising and PR Campaign Management
  - Event Management

## Property Marketing



## Property Management



# 360° Support

## Develop and control the process



## Rent or Sale the Property



## RESIDENTIAL SALES & LEASING

- Full support throughout the leasing or sales process
- New home sales
- Tenant and Landlord Representation
- Consultancy on project structure, finishing works, optimum size of units and additional amenities
- Profiling of target groups and sales channels

## INDUSTRIAL & LOGISTICS

- Sale/Lease of Existing Facilities
- Arranging Build-to-suits for Industrial Facilities
- Lease Audit Capabilities

**Complete Service  
from a Single Source!**

## Information on Property Market



### MARKET RESEARCH

- General Economic Data and Trends
- Specific Property Type Data and Trends including Sales, Rents and Yields
- Demographic Studies
- Market Analysis on Office, Retail, Residential, Industrial & Logistics and Hotel Market



### Acquisition of the Land

### LAND AGENCY

- Handling Land Acquisitions / Dispositions
- Providing Site Selection Options

# for the Client



### Advisory on Property

### VALUATION & ADVISORY

- Valuations of all Types of Properties: office buildings, shopping centers, hotels, industrial and logistics, development land and alternative investments
- Feasibility Studies and Highest and Best-Use Studies
- Lease Versus Purchase Analysis
- Appraisal Reviews
- Best Exit Strategy
- DCF Analysis
- Insurance Valuation

### CAPITAL MARKETS

- Advisory Services to all Type of Real Estate Investors
- Finding a Right Investment Opportunity
- Ensuring Our Clients Sell Well and Invest Wisely
- Assisting In Preparing Investment Strategies to Landlords Including Both Individual Assets and Portfolios

### OFFICE AGENCY

- Property Analysis
- Comparative Analysis
- New Lease Acquisitions
- New Lease Vs. Renewal
- Own Vs. Lease Analysis
- Renegotiation & Rent Renewals
- Site Selection
- Build-to-suit Transactions
- Property Sales and Acquisitions
- Global Corporate Services
- Landlord and Tenant Representation

### RETAIL AGENCY

- Strategic Advisory
- Retail Lease Brokerage
- Multi-store Expansion Strategies and Roll Outs
- Tenant Mix Definition
- Catchment Area Analysis
- Property Sales and Acquisitions

WHEN  
YOU THINK  
OF PROPERTIES

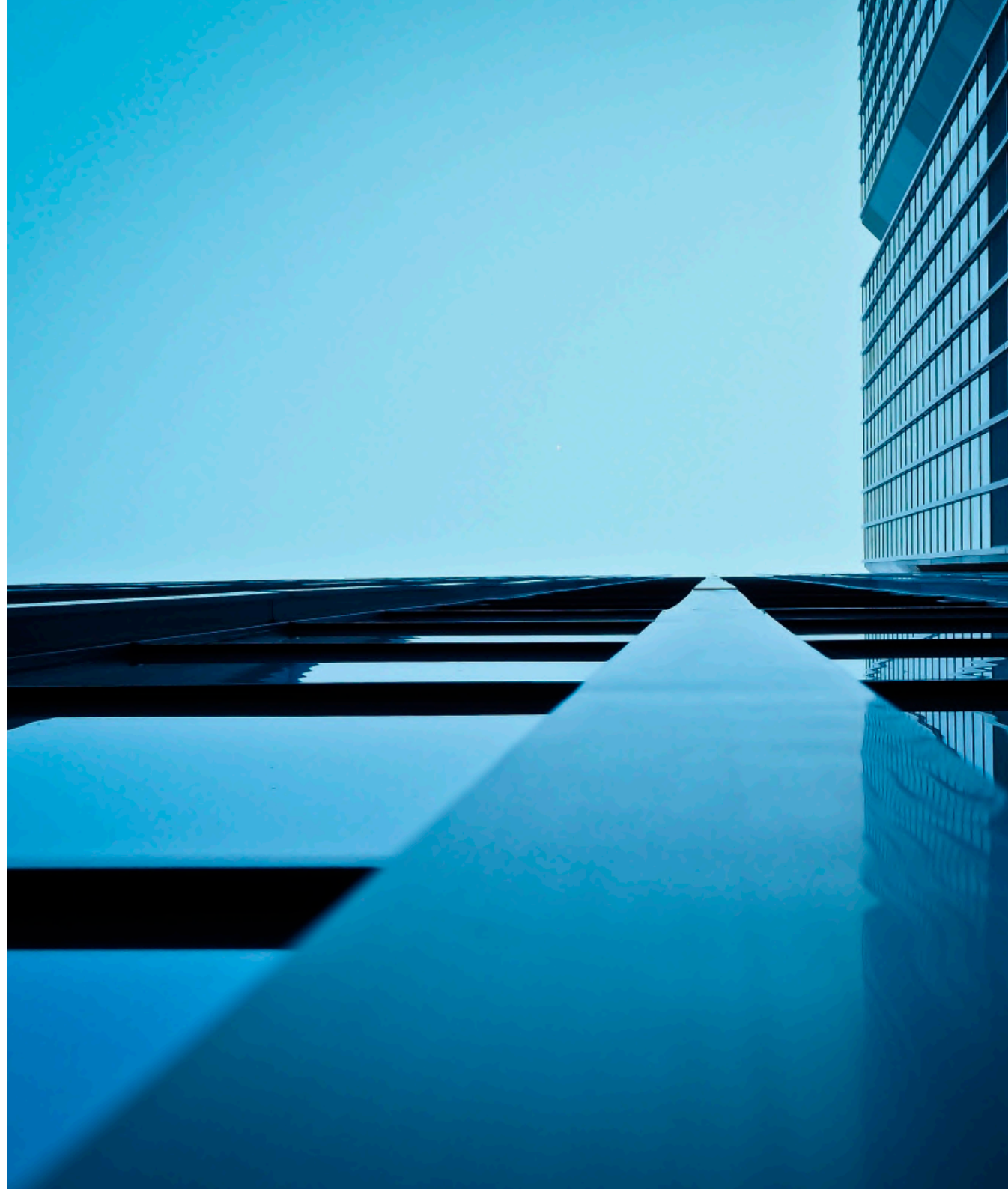
# OFFICE AGENCY

## **Tenant Representation**

- STRATEGIC ADVISORY
  - PROPERTY ANALYSIS
  - COMPARATIVE ANALYSIS
- NEW LEASE ACQUISITIONS
  - NEW LEASE VS. RENEWAL
  - OWN VS. LEASE ANALYSIS
- RENEGOTIATION & RENT RENEWALS
  - SITE SELECTION
  - BUILD-TO-SUIT TRANSACTIONS
- PROPERTY SALES AND ACQUISITIONS
  - GLOBAL CORPORATE SERVICES

## **Landlord Representation**

- ASSET ANALYSIS
  - COMPETITION ANALYSIS
- DEVELOPMENT PROSPECT PROFILE
  - COMPARABLE TRANSACTIONS
- DEVELOPMENT OF PRICING STRATEGY
- FULL SERVICE PROPERTY LEASING AND  
MARKETING







# ARE YOU READY FOR WIN-WIN SOLUTION?

Our specialist team deals in letting and acquisition of office space, the focus of our services hence being on our extensive market knowledge and experience in the field.

## **Can letting be handled better and give more?**

Letting is a process that can be complicated with a low return or uncomplicated with good profitability. Certainly, a high degree of letting is a good thing however you cannot feel satisfied until you have the right tenants and the right conditions. It is all a question of planning, negotiating and implementation.

## **As your partner we can take care of every detail**

With us as your consultant and adviser you have a great opportunity to improve your result and make letting more cost effective. We review every detail and negotiate for you so that you do not miss a single opening to create a more effective agreement.

## **As a tenant you may benefit from:**

- Efficient analysis of your requirements
- Filtering offers which suit your requirements profile
- Reduced costs through space efficiency
- Targeted cost controls

## **As an owner you may benefit from:**

- Optional positioning of your property through excellent market knowledge
- Processing of an individual marketing strategy for selected target groups
- Efficient realization of leasing process

# RETAIL AGENCY



## SERVICES

- STRATEGIC ADVISORY
- RETAIL LEASE BROKERAGE
- MULTI-STORE EXPANSION STRATEGIES AND ROLL OUTS
- TENANT MIX DEFINITION
- CATCHMENT AREA ANALYSIS
- RESEARCH, DEMOGRAPHIC AND MARKET ANALYSIS
- PROPERTY SALES AND ACQUISITIONS

## RETAIL AGENCY AT A GLANCE

- TRANSACTIONS IN ALL TYPES OF RETAIL FORMATS
- HIGH STREET
- SHOPPING CENTERS
- RETAIL PARKS
- PORTFOLIO

From Zagreb to all major regional markets. Our retail team gives full support to the international investors, facilitating their market introduction, and offering a variety of services ranging from advisory and tenant mix definition to office brokerage and project management.

Our goal is simple. We partner with our clients to understand their business objectives and create innovative ways to optimize the value of their real estate assets. As a truly global, full-service real estate services provider, we are uniquely qualified to handle every client request and to anticipate unarticulated needs, no matter how large or complex.

Our retail professionals are at your disposal to brief you on the latest market trends and provide you with the best offer matching your requirements.

# INDUSTRIAL & LAND AGENCY

Our team has a deep understanding of current and emerging technologies, production processes and business practices. As a result, our team is able to meet the precise space utilization needs of our clients for manufacturing, assembly, research and development, distribution and warehouse facilities and land assignments.

## SERVICES

- SALE/LEASE OF EXISTING FACILITIES
- ARRANGING BUILD-TO-SUITS FOR INDUSTRIAL FACILITIES
- PROVIDING SITE SELECTION OPTIONS
- HANDLING LAND ACQUISITIONS / DISPOSITIONS
- LEASE AUDIT CAPABILITIES



# MARKET RESEARCH

## MARKET RESEARCH COVERAGE

- GENERAL ECONOMIC DATA AND TRENDS
- SPECIFIC PROPERTY TYPE DATA AND TRENDS INCLUDING SALES, RENTS AND YIELDS
- DEMOGRAPHIC STUDIES
- MARKET ANALYSIS ON OFFICE, RETAIL, RESIDENTIAL, INDUSTRIAL & LOGISTICS AND HOTEL MARKET

# CAPITAL MARKETS

## SERVICES

- ADVISORY SERVICES TO ALL TYPE OF REAL ESTATE INVESTORS
- AGENCY SERVICE REGARDING PROPERTY SALE AND ACQUISITION
- INVESTMENT MARKET ANALYSIS
- PREPARATION OF INVESTMENT STRATEGY ON INDIVIDUAL ASSETS AND PORTFOLIOS

Quality research is the key to making sound decisions. Whether you are leasing, acquiring, selling, managing or investing in property, good decisions depend on accurate, forward looking, carefully analysed information.

We work with investors that are looking for top-tier solutions to help bring them into the real estate holdings market or investors that want to divest assets or portfolios.

CW CBS continues to demonstrate a great understanding of the real estate market through its ongoing monitoring of the key indicators, for all the sectors: office, retail (shopping centres, high street and retail warehouse), residential, logistics and industrial and hotel at a local and national level.

For investors looking to sell or buy investment properties or portfolios, we offer comprehensive and research-driven global transaction solutions. Our investment professionals have specialized knowledge in all major property types with advisors deployed on the ground in all major markets around the world. We advise all types of investors ranging from private individuals to institutional ones.





# VALUATION ADVISORY

Whether assessing the viability of potential acquisitions, reviewing performance of existing assets or assessing the best use of properties, our skilled property consultants give valuation and strategic advice on a wide range of capital market transactions across Croatia.

Our valuations are prepared in accordance with the latest RICS Appraisal and Valuation Standards and national standards. Traditionally there are three general approaches to valuing business assets: the Replacement Cost Approach, the Sales Comparison Approach and the Income Capitalization Approach. Each views the valuation problem from different perspectives, considers data from different sources and has both strengths and weaknesses.

## VALUATION

SHOPPING CENTERS

OFFICE

RESIDENTIAL & MIXED USE

INDUSTRIAL & LOGISTICS

DEVELOPMENT LAND

LEISURE & ALTERNATIVE INVESTMENTS

PORTFOLIOS

HOTELS

FINANCIAL FEASIBILITY STUDIES

HIGHEST & BEST USE STUDIES

DCF ANALYSES

INSURANCE VALUATION

LEASE VERSUS PURCHASE ANALYSIS

APPRAISAL REVIEWS

CAPITALIZATION RATE CONSULTATION

# BROKERAGE PROCESS

## PREPLANNING

- Understanding the client`s needs
- Preparation of the project strategy
- Selection of the possible options - sourcing out the properties that comply with the requirements
- Preparation of the Technical Specifications
- Market analysis in order to select developers/partners for the inquiry

## ANALYSIS

- Collection of the offers
- Properties` inspection
- Weighing each offer against the defined criteria
- Detailed comparison of commercial and technical terms of the offers
- Meeting the landlords of the properties and presenting the offers
- Evaluation of the offers in compliance with previously designed scheme
- Short-listing 3-4 best offers

## NEGOTIATIONS

- Preparing the strategy to approach the landlords with the objective of achieving the best possible term for the client
- Negotiations with the chosen potential landlords
- Evaluation of the achieved agreement terms for all selected offers
- Reaching the final decisions

## PROJECT MANAGEMENT

## FACILITY MANAGEMENT

### CLOSING

Final negotiation of commercial and technical terms of the agreement

CBS International will act as a mediator during finalization of the contract

Signing the contract

### TIME BUDGET QUALITY

Space Planning Advisory

Work supervision and quality control

Control of the schedules and timetables

Financial controlling and advisory

Elimination of risk and threats

Handover process

Move Management

### OPERATING

Aim is to ensure functionality of the built environment by integrating people, place, process and technology

Strategic sourcing

Operational facility management services

Emergency facility management services

Prevention and reduction of property impact factor and improvement in the safety of the tenants/residents

# PROJECT MANAGEMENT

## DELIVERING PROJECT WITHIN THE BUDGET AND QUALITY ON TIME

The CW CBS Project Management service is a truly full-service model. We oversee all aspects of project management from concept to completion. We add the greatest amount of value to our customers when we are engaged at the conception of an idea for new space or contraction or renovation.

The area underneath the curve represents the value of involving CW CBS Project Management in various stages of development. Maximum value is derived in beginning stages, therefore EARLY PM involvement is crucial to maximize the value.

## BUILDING A VALUE FOR A CLIENT

- Ensure that the headcount fits in the building, or within the perimeters of the new project. (reorganization).
- Ensure that the selected building is suitable for the work structure previously defined in the programme.
- Ensure that the building corresponds in technical terms to the Client's needs.
- Ensure that the estimated works budget is identified.
- Ensure that the estimated fit-out schedule is identified.
- Ensure that you have best possible solution of test fit
- Ensure that you will have best market prices for your fit out works and FF&E supply

## PROJECT MANAGEMENT SERVICES

- WORK PLACE CONSULTANCY
- TECHNICAL DUE DILIGENCE
- COST ANALYSIS - TENANT IMPROVEMENT PROJECT
- BUDGET AND SCHEDULE DEVELOPMENT
- OCCUPANCY PLANNING
- PROJECT MONITORING
- MOVE MANAGEMENT
- CONSTRUCTION MANAGEMENT OVER SITE
- BUILDING ASSESSMENT





# Expert advice for new work place strategy

by our Project Management Team



## HOW TO DEVELOP THE IDEAL WORKSPACE

- ▶ Inventory and analysis
- ▶ Activity measurement
- ▶ Office concept (blueprint)
- ▶ Program of Requirements
- ▶ Test fit
- ▶ Presentation

AS OUR WORKING METHODS MOVED FORWARD, WE NEED TO IMPROVE YESTERDAY'S STRUCTURE SO WE DON'T HAVE TOMORROW'S PROBLEMS.

### MOBILITY

Everyday progress in technology is changing the way we work. Our need for stationary work place is history and we are in constant adjustment of the work pace, with ever greater mobility and independence to work outside the office.

### OFFICES AS A HOME SPACE

As we all spend more and more time in office or in the field, working, we need to form a sense of office space as home environment. Emotional design has become an important part of new offices, forcing architect to think harder and make office an intelligent interface as a base to perform better.

### WORK PLACE VS WORK SPACE

Flexibility in working places means we do not need to be devoted to specific work stations. Whether we want to use call room, desk within department or simply break-out area, we will have multiple options to make our one working day different than the previous one.

### INTERACTION

In the times when we all need to be thinking global and act local, working places organization has the same concepts. Employees are working in their own departments but are more interactive within the whole company.

### CREATIVE AREAS

Brainstorming in a relaxed environment with the teamwork is most productive. Once we find ourselves in informal space with bright colours and lazy bags, we can relax and think out of the box. Creative areas are interactive as a place where we can fuse work and privacy with the increasing sense of community.

# FACILITIES MANAGEMENT

CW CBS Facilities Management Team offers fully integrated professional facilities management services to optimise the value in workplace management. We adopt a professional model with supply-chain independence to create a flexible workplace which meets the evolving needs of the business. Our services cover both strategic planning and day-to-day operations, particularly in relation to buildings and premises.

## THE AREAS OF RESPONSIBILITY

PROCUREMENT AND CONTRACT MANAGEMENT

BUILDING AND GROUNDS MAINTENANCE

CLEANING

CATERING AND VENDING

HEALTH AND SAFETY

SECURITY

UTILITIES AND COMMUNICATIONS

INFRASTRUCTURE

SPACE MANAGEMENT



## WHAT PROPERTY MANAGER CAN DO FOR YOU?

### COMMERCIAL

- MANAGING TENANCY AGREEMENTS
- MONITORING LETTING ACTIVITIES
- MAINTAINING CONTACT WITH TENANTS/USERS
- DRAWING UP AN ANNUAL PLAN FOR THE PROPERTY
  - PRODUCING MANAGEMENT INFORMATION

### TECHNICAL

- COMPLAINTS MANAGEMENT (24/7)
- DRAWING UP LONG-TERM MAINTENANCE BUDGETS
- OUTSOURCING AND COORDINATING MAINTENANCE WORK
- PERIODICALLY ASSESSING SERVICE AND MAINTENANCE CONTRACTS

### FINANCIAL

- RENTAL INVOICING
- ACCOUNTS MANAGEMENT
- PRODUCING FINANCIAL REPORTS
  - SERVICE COSTS BILLING
- PRODUCING LIQUIDITY FORECASTS
  - PREPARING VAT RETURNS

# PROPERTY MANAGEMENT

If you want to maximise the value of offices, industrial buildings and shopping centres, CW CBS Property Management services offers you a structured, transparent and proactive approach, technically, commercially and financially. Only by regarding each property as unique it is possible to provide tailor-made solutions, manage risks and optimise the value of your commercial real estate. Moreover, as a national or international client, you can benefit from the extensive market knowledge and experience that our professionals can provide.



[www.cw-cbs.hr](http://www.cw-cbs.hr)  
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