

# Corporate Real Estate Management (CREM)

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## SUMMARY

Many corporate groups want to reduce the amount of capital which is tied up in real estate. They want to invest more capital in the core business.

In view of cost pressure and ever-shrinking budgets, local authorities have similar aspirations. As a consequence, they think about selling their real estate.

One solution is to launch a process to establish a real estate portfolio with the aim to generate added value through creation of transparency and improvement of cash fees. The tied-up property should be made available through reduction and an optimizing process.

Some ideas will be presented about an integrated concept and the realization of real estate portfolio management.

## ZUSAMMENFASSUNG

Viele Unternehmen wollen ihre Kapitalbindung in Immobilien reduzieren, um damit Finanzmittel für das Kerngeschäft freizusetzen.

Ähnliche Bestrebungen gibt es bei Kommunen unter dem Kostendruck den immer beschränkter werdenden Haushaltsmitteln.

Eine Lösung besteht darin, einen wertschöpfenden Immobilien-Portfolio-Prozess in Gang zu setzen.

Einige Ideen zu einer integrierten Konzeption und zur Realisierung werden dargestellt.