



■ Operational
Asset-Management

■ „Strategic Asset-Management is the key to the value creation of the portfolio.“

We do understand, that you do not want to hand this key out.

What you require is Operational Asset-Management, since the Portfolio Strategy that you have already developed has to be implemented in one way or the other.

By the term „Operational Asset-Management“, we therefore perceive the liable planning and implementation of the commercially most efficient measures for the realization of your Portfolio Strategy.

Our goal is to develop your asset to the predefined target, and to portray this process transparently and coherently for you at all times.

In practice, the ASA Gruppe undertakes technical and commercial Asset-Management throughout the extent of a project.

The duration of the assignment can be dependent on each project, for example up to the designated Exit of a portfolio, or it can be of longer duration as an integral element of the management of your real estate.

Significant **Features** of the „Operational Asset-Management“ are

- The swift take over of the operational Asset- and Property-Management of your residential property.
- The temporary assignment up to target achievement (Exit or Integration), or long-term assignment as an integral component of the management of your real estate.
- High transparency of the results through reporting, in accordance with accepted bank standards.
- Permanent control of the results through the web-based „Performance Grid“.
- Continuous documentation of all work results on the web-based „ASA Pier“.
- A performance-related remuneration scheme .

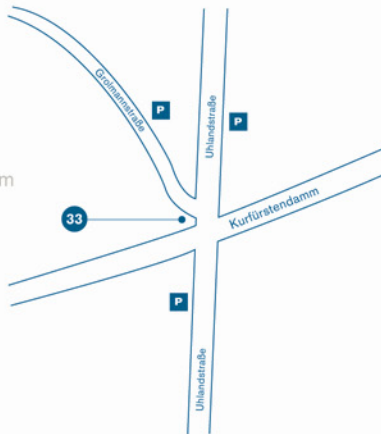


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We hope that you are interested!

Simply contact us; we will be pleased to provide advice!

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Selected **Components** of the „Operational Asset-Management“ Services

- Identification of the Net Operating Income (NOI) for each object on the basis of the following information
 - The analysis of the property master data and transaction data based on an appointed date [NOI Audit]
 - The conduction of technically necessary measures, according to the outcomes of the technical inspection of each object [TechDD]
 - The analysis of the market and location-related factors
- Synopsis of the analysis results and short-term development of each object's Asset Strategy that has been agreed upon
- The establishment of a perennial Cash-Flow-Plan for each object, in the form of up to three planning scenarios (Realistic-/Best-/Worst-Case)
- The transformation of the operational CF-Plan that has been agreed upon, into the operation guidelines and set targets
- Supervision and if necessary, preceding selection of further service providers and securing the set targets
- The establishment of a monthly reporting for each object, on the basis of total lists and list of account balances of the Property-Management as a complete actual balance overview
 - transparent, summable presentation of revenues and costs in a schematic G/L account classification
- Further presentations such as
 - The illustration of the development of the vacancies in a 14-day rhythm for each object
 - The monthly Target/Actual comparison of the set targets (e.g. Target-Net-Cold-Lease, revenue reduction, growth of demands, ongoing maintenances etc.)
 - Analysis of the results of the reporting and re-adjustment of single parameters
 - Continuous supervision and tracing of the budget

References

- Acquisition and Consulting Company of a Swiss fund initiator

We would be pleased to schedule a meeting to provide you with further reference projects and clients!