



REAL ESTATE ADVISORY SERVICES

Tenant Representation

ADVISORY

As a member of a global network of advisory firms, KPMG in Hungary now offers **Tenant Representation Services** exclusively and specifically tailored to the needs of corporate space users. KPMG strives to be the leader in providing integrated real estate services, aligning real estate to business strategies and delivering uncompromising client representation.

KPMG makes corporate real estate strategic. Our member firms advise thousands of organisations in locations around the world. Our goal is to help clients redefine their real estate to create distinct competitive advantage by leveraging:

Experience: our advisors are well trained professionals with both depth and breadth of real estate know-how.

Integrated model: our teams work together to create optimal real estate transaction scenarios, from initial strategy and finance approaches to space fit-out and move-in.

Ability to deliver results: we work to negotiate the best terms, allowing for optimal flexibility and adaptability.

What we do

KPMG real estate advisors have the experience to manage everything from individual transactions to complex, global portfolios consisting of hundreds of properties. We align real estate needs with our clients' business goals and objectives and help to ensure they negotiate from a "position of strength". We understand where the deals are and what trends are affecting the markets. We explore every angle to facilitate the best outcome for our clients – our goal is to achieve the most beneficial terms by balancing factors such as cost, term flexibility and capital expense.

How we work

Our professional advisors understand that real estate transactions are about more than just the market. We do not begin implementation until we have adequately assessed our client's key business drivers, as well as trends within their industry. Our planning process is based upon this assessment, as well as an in-depth analysis of the market. We evaluate how each potential transaction impacts everything from economics and employment recruitment and retention to location dynamics, brand image and operating efficiencies. We tap into the capabilities of our financial, workplace and project management specialists as needed, delivering exceptional service through a central point of contact. Our success is measured by our ability to meet specific metrics for speed, cost and performance.

Through a combination of market knowledge and skilful analysis, we execute strategy-driven transactions while exploring a spectrum of occupancy options and negotiating the most favourable terms. Our goal is to deliver uncompromising strategies that provide cost savings, operational efficiencies and measurable proof that each transaction meets or exceeds stated goals.

Our capabilities include:

- Developing cost/benefit analyses
- Developing of an occupancy strategy
- Lease acquisition, renewal and restructuring
- Purchase and disposition
- Opportunity analyses ("stay vs. go")
- Market and demographic research and analyses
- Workplace analyses and strategy
- Management of fit-outs
- Move coordination

Our clients are forward-thinking organisations who are working with us to redefine real estate. They understand the value collaborating with a leader in developing strategy-driven plans supported by innovative thoughts, global perspective and business insight. KPMG is their trusted advisor, bringing transparency, industry knowledge and hands-on experience to transform real estate to a distinct competitive advantage.

For more information,
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