

2022

# BUILDING CONSULTANCY SERVICES



CUSHMAN &  
WAKEFIELD

CBS  
INTERNATIONAL



“Our main focus is in delivering exceptional performance to our **clients**, putting them in the centre of everything we do.”





# MEET THE MARKET LEADER

with an international network  
with the benefit of local expertise



## About the Cushman & Wakefield company

- **Cushman & Wakefield** is a leading global real estate services firm that helps clients transform the way people work, shop, and live.
- The Company has **50,000 employees** in more than **60 countries** help 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 **\$9.4 billion** across core services of agency leasing, asset services, capital markets, facilities services (C&W Services), global occupier services, investment & asset management (DTZ Investors), project & development services, tenant representation and valuation & advisory.
- 2017 marks the **100-year anniversary** of the Cushman & Wakefield brand. 100 years of taking our clients' ideas and putting them into action.
- Over 30 years of experience in **Property and Facilities Management** services with extensive team of best-in-class dedicated professionals.



## About the CBS International company

- **CBS International** is part of Cushman & Wakefield affiliate network
- The largest commercial real estate services firm in Serbia in terms of revenue for **twelve years** (source: The Serbian Business Registers Agency)
- **110+ employees**
- Team of **30 professionals** with more than 15 years of experience in **Property and Facilities Management** as well as over **160 workers** engaged in provision of FM services / Daughter company CBS Facility Services specialized in professional cleaning services
- **200,000 sq m** + of commercial properties under Property and Facilities Management
- Over **50 reputable** international and domestic **clients** in PM&FM
- **Team of architects** specialised in interior design and project management for office spaces as its primary activity
- **Project Management & Interior Design** done for over **100 companies**
- 2021 **Euromoney Awards** for Serbia / Hall of Fame Awards 2020 / 2020 Euromoney Awards for Serbia / 2020 **CIJ Awards** Serbia / 2019 CIJ Awards Serbia & SEE
- CBS international is also managing the offices in **Croatia, North Macedonia and Montenegro**.



# WHAT WE DO

## 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

## 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
- Profilization of target groups and sales channels

## INDUSTRIAL & LOGISTICS

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

## LAND AGENCY

- Handling Land Acquisitions / Dispositions
- Providing Site Selection Options

## CAPITAL MARKETS

- Advisory services to all type of investors with focus on assets of 5 million and larger
- Finding a right investment opportunity, ensuring our clients sell well and invest wisely
- Investment strategies to landlords including individual assets and portfolios

## 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

## 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

## PROJECT MANAGEMENT & INTERIOR DESIGN SERVICES

- 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

## PROPERTY MANAGEMENT FACILITIES MANAGEMENT

- Lease Management
- Financial Management
- Technical Maintenance
- Cleaning Services and Plant Maintenance
- Physical Security and Security Systems
- Fire protection
- Safety and Health at Work
- Office Management & General Affairs
- Administrative and Commercial Services
- Management of Premises

## MARKETING

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

Brokerage

Consultancy



# BUILDING CONSULTANCY

Project Management  
Property Management  
Facilities Management

Our aim is to consistently provide an outstanding service that goes beyond our clients' expectations, by focussing on delivering value and insight, and empowering our people to provide an exceptional experience. We make sure that the right people are in the right places, focussed on the right things and equipped with the right tools to deliver what's next for the buildings and people we serve.

## Brokerage

Understanding the client's needs  
Sourcing out the options that comply with the requirements  
Collection of the offers  
Evaluation of the offers  
Negotiations  
Closing Lease Acquisition  
Selection and closing of the Lease Agreement

## Project Management

Design Brief  
FF&E Procurement  
Supervision of Site Works  
Reporting of the Budget  
Controlling Timeline  
Handover Protocol  
Workplace Consultancy  
Site Inspection After the Occupation  
Technical Due Diligence  
Bank Monitoring  
Following the Snag List

## Property Management

Managing Lease Agreements  
Monitoring Letting Activities  
Maintaining Relationship with Tenants/Users  
Drawing Up an Annual Plan for the Property  
Producing Financial Reports and Liquidity Forecasts  
Managing Service Costs Billing and Rental Invoicing  
Complains Management (24/7)  
Drawing Up Long-Term Maintenance Budgets  
Outsourcing and Coordinating Maintenance Work  
Periodically Assessing Service and Maintenance Contracts

1

2

3

4

5

Move-in coordination

## Move Management

Technical Maintenance  
Cleaning Services and Plant Maintenance  
Physical Security and Security Systems  
Fire protection  
Safety and Health at Work  
Office Management & General Affairs  
Administrative and Commercial Services  
Management of Premises

## Facilities Management



# WHAT IS? PROJECT MANAGEMENT



Project Management partners with clients to deliver projects from “concept to completion” by implementing cost efficient, industry leading processes to optimize projects, minimize risk and create value.

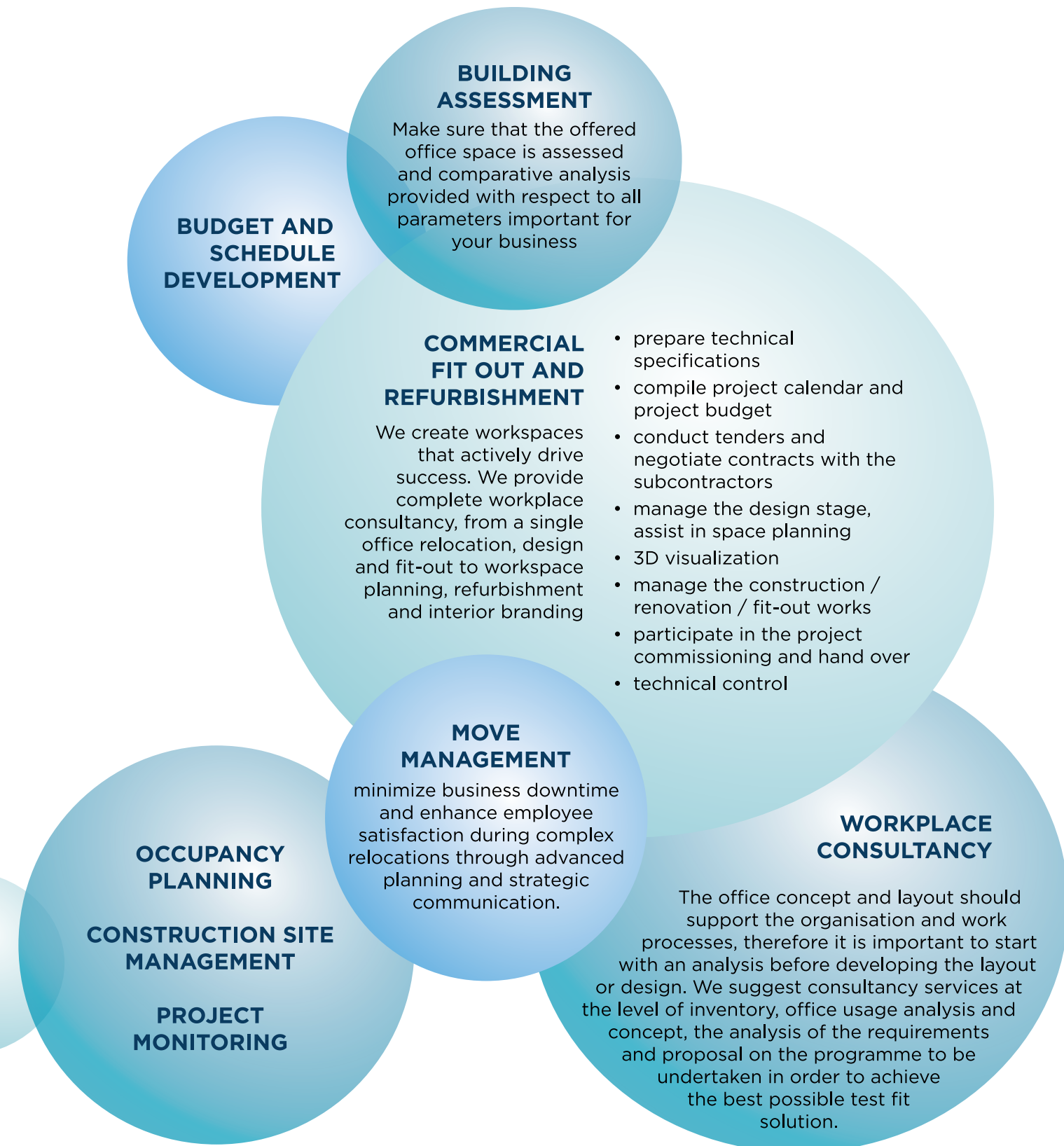
The team has the tools, global network, and strong customer service ethics to allow us to tackle all projects with the same degree of diligence for planning and coordination, ensuring we meet client’s expectations with regard to the schedule and costs.

- 1 Identifying clients’ **requirements**
- 2 Assisting in developing the **brief** and the **project structure**
- 3 Establishing realistic **programs, budgets and timeline**
- 4 Overseeing **works** on the site
- 5 Monitoring and controlling project **process**

Delivering **quality project**

within the **budget**

on **time**



**PROJECT MANAGEMENT SERVICES**



# WHY US?

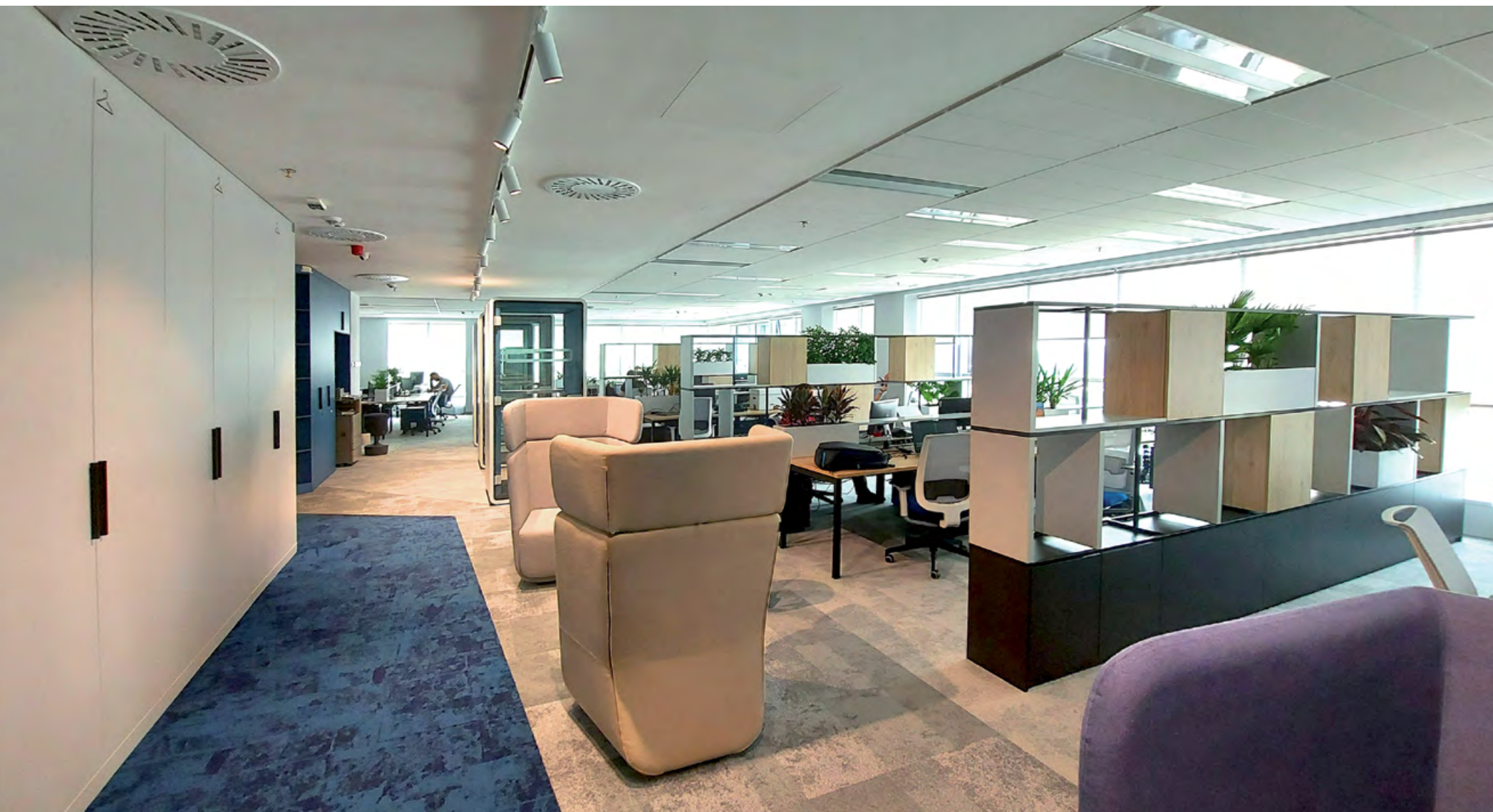
We build strong relationships with our clients

Personal connection between parties

Transparency & open communication

Our team of architects is specialised for Project Management & Interior Design of office spaces. We are fully aware of all aspects of an office building, we have knowledge of all necessary works and the complete process, as well as long-term cooperation with the local Landlords/Developers/Contractors.

Our main goal is to deliver the space in line with your requirements, expectations, all within the approved time frame, budget and quality. Good Planning & Project Management are key for keeping the project on track.





PROJECT  
MANAGEMENT &  
INTERIOR DESIGN  
SERVICES  
SELECTED PROJECTS







**Size**  
1,000 sq m  
**Provided Services**  
Project Management  
Interior Design









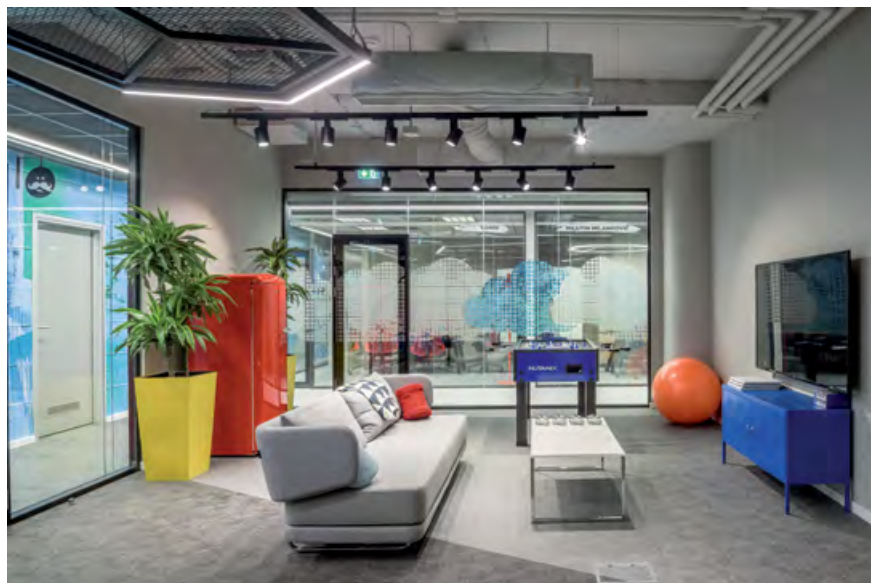
**NUTANIX**<sup>TM</sup>

Size

1,750 sq m

Provided Services

Project Management







**BOSCH**

**Size**  
7,500 sq m  
**Provided Services**  
Project Management  
Cost Management  
Interior Design

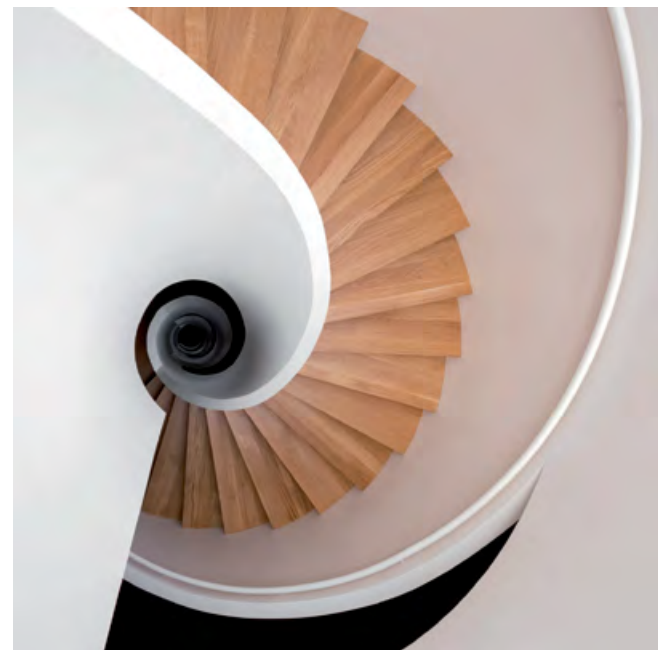






**Size**  
6,000 sq m

**Provided Services**  
Project Management  
Cost Management

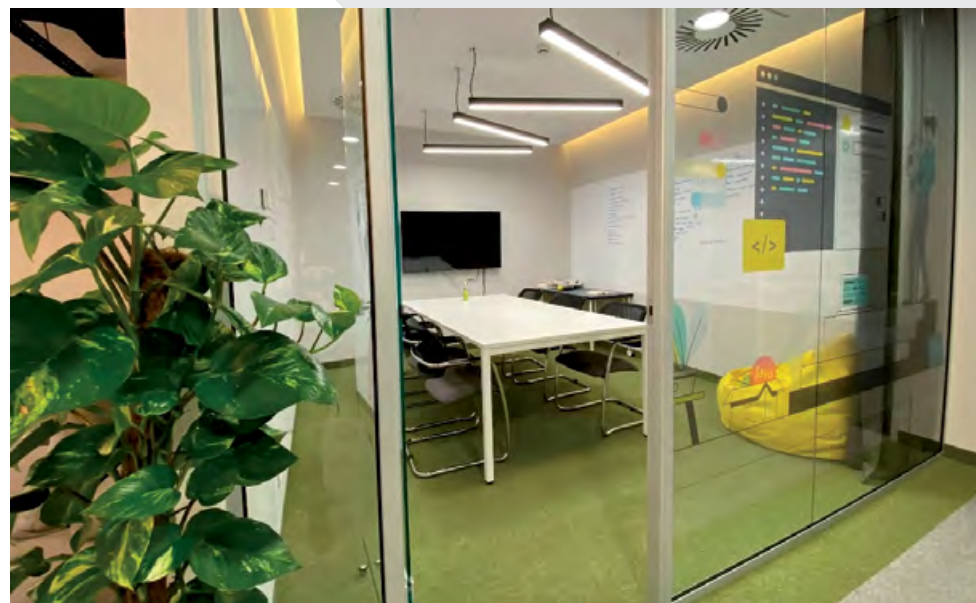






**Size**  
500 sq m

**Provided Services**  
Project Management  
Cost Management  
Interior Design





ORACLE®

Size  
500 sq m

Provided Services  
Project Management  
Cost Management







**Size**  
3,820 sq m

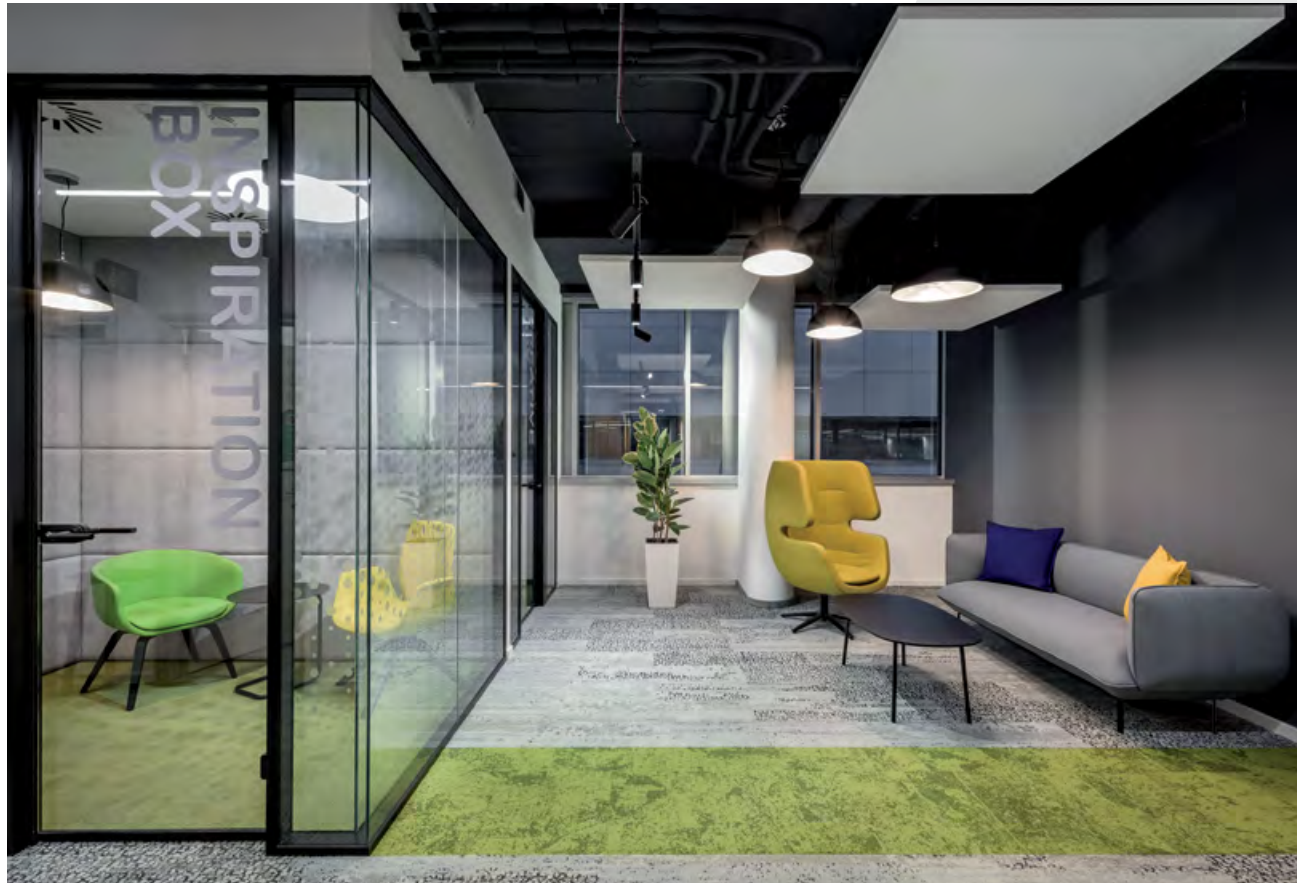
**Provided Services**  
Project Management  
Cost Management  
Interior Design







**Size**  
1,500 sq m  
**Provided Services**  
Project Management  
Cost Management  
Interior Design





# WHAT IS? PROPERTY MANAGEMENT

Ensuring successful  
**long and profitable**  
life for your property

Property Management (PM) is overall management and control of all processes related to exploitation of the building, with special focus on commercial and financial management services.

Property Management Services:

- Lease Management
- Financial Management
- Facilities Management

## Why do you need Property Management?

- Assets are always best presented – making the properties stand out from the crowd is essential
- Tenants should feel special – Tenants' loyalty minimises vacancy and increases the value of the asset
- Money arrives on time – our training, systems and personal commitment drive the best performance

## What are the benefits of Property Management?

- Contracting all Property and Facility Management services with unique business partner through a single point of contact.
- Continuous quality control of provided services and real-time status of all processes.
- Transparent calendar of all planned activities.
- Optimization of service costs through maximised purchasing power.
- Successful delivery of services

## PROPERTY MANAGEMENT SERVICES





# WHAT IS?

## FACILITIES MANAGEMENT

**Maintaining** the built environment  
providing smooth **functioning**  
and high level of **security**

Assets become opportunities when our teams partner with the owners to maximize the value of their properties.

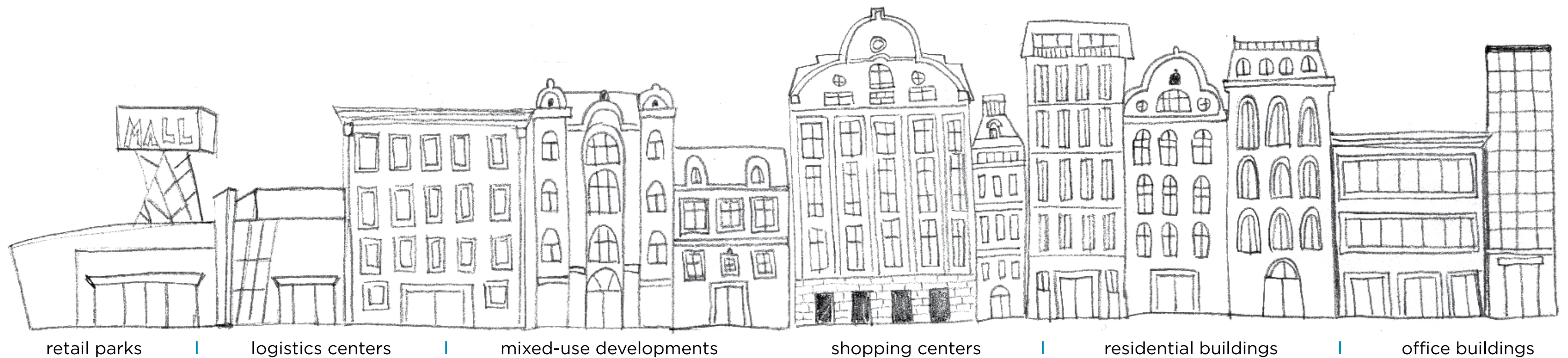
Integrated Facilities Management (IFM) is a concept of **maintaining of built environment**, with aim to provide smooth functioning and high level of security to the property.

Integrated Facilities Management Services:

- Technical Maintenance
- Cleaning Services and Plant Maintenance
- Physical Security and Security Systems
- Fire Protection
- Safety and Health at Work
- Office Management & General Affairs
- Administrative and Commercial Services
- Management of Premises

Facilities Management contributes to a workplace that's well-run, efficient, and productive. Through proactive facilities management, business executives know more about the most important part of the company: the workplace. And with that insight comes the ability to make better decisions about how to improve it. In the recent years it is becoming increasingly clear that a focus on the office as the sole place where work is done is no longer applicable and that there is actually an ecosystem of workplaces.

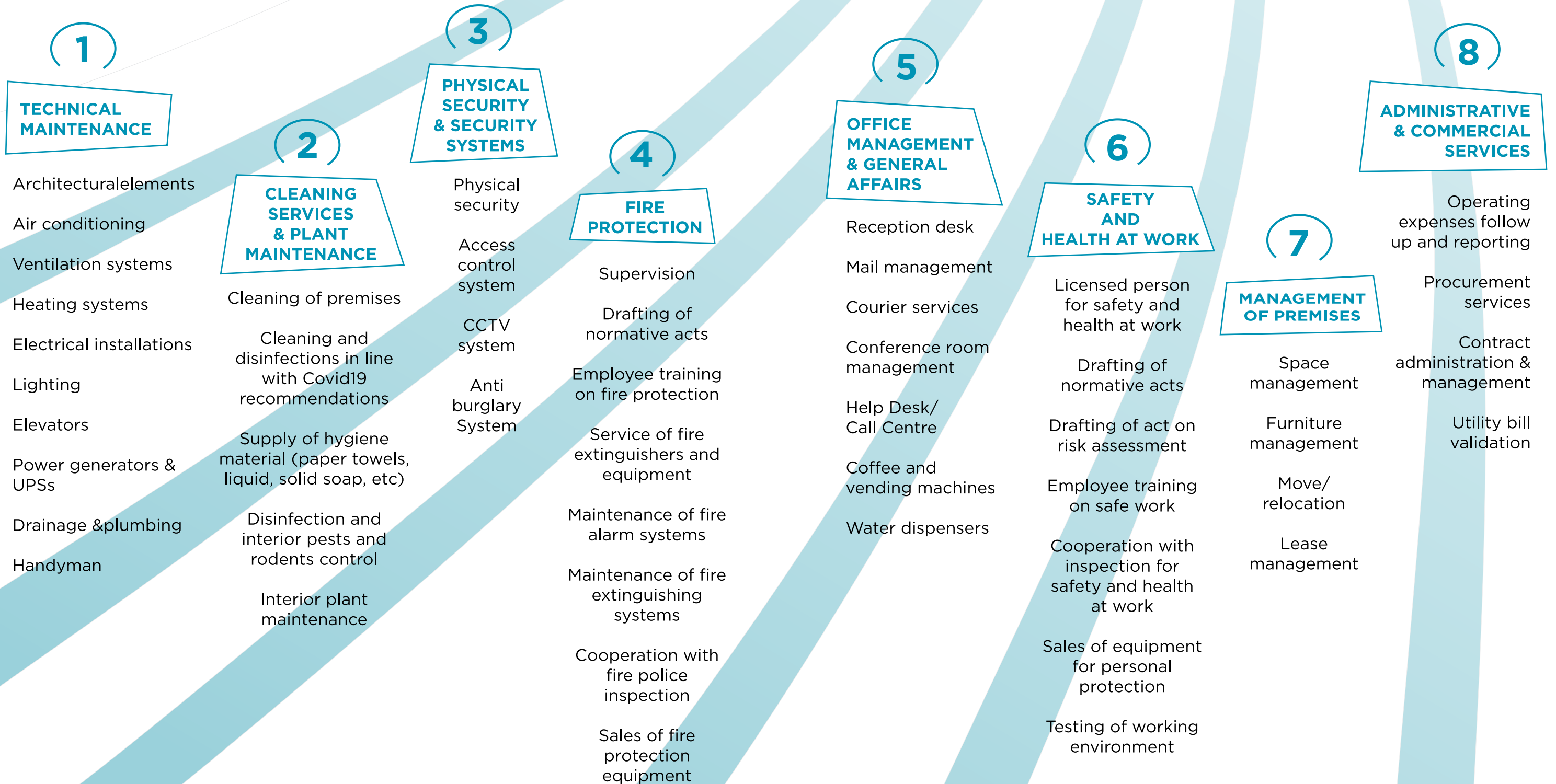
From our collective experience across the globe – best practices developed through trial & error, solutions we have implemented for clients, data collected and analysed – we identify what has significantly changed, what emerging trends we see, and what's next within facilities management.





# FACILITY MANAGEMENT SERVICES

Focus on your „core business“, while we take care of your property, manage the risks and protect the value of your assets. We will manage the businesses to enhance returns and ensure your property preserves high standard at all times.





# WHY?

## CBS INTERNATIONAL INTEGRATED FACILITIES MANAGEMENT

Satisfying the needs of our clients for expert technical consultancy, we advise the clients on how to achieve the optimum exploitation of their buildings and how the best value can be delivered through creative technical solutions, overbridging the gap between the physical and operational characteristics of the property and the balance sheet.

With a full range of construction and technical consulting skills, we advise our clients whether it be buying, selling, funding, developing, relocating, occupying, managing or maintaining properties.

### APPROACH

#### SINGLE POINT OF CONTACT

Providing all facilities management services through one business partner

#### FULL-SERVICE PLATFORM

Continuous control of quality of provided services and real-time status of all processes. Successful delivery of services

#### TIME MANAGEMENT

Transparent calendar of all planned maintenance activities

### TEAM

#### EXTENSIVE MARKET KNOWLEDGE

Fully committed team with in-depth experience in facilities and property management

#### PROFESSIONAL STANDARDS FRAMEWORK

The framework includes high-level competences defined for each facilities service. Implementation of Cushman & Wakefield Group's Standards

### RESULTS

#### OPTIMIZATION OF COSTS

Optimization of service costs though maximised purchasing power from subcontractors. Optimization of Client's staff

#### FOCUS ON CORE BUSINESS

Allowing the Client to focus on its „core business“

Our clients occupy  
Belgrade's finest offices.



**IN THE END  
IT IS ALL  
ABOUT OUR CLIENTS...**

**INTEGRATED FACILITIES MANAGEMENT**

Blue Center · Microsoft ·  
Enterprise Services (DXC) ·  
Mondelez · Syngenta

**PROPERTY MANAGEMENT**

Ahciona Office Building

**FACILITIES MANAGEMENT**

Airport City Belgrade · Business  
Garden · Skyline · IGT · SKS365 ·  
Europapier · Digitec Galaxus ·  
Imperial Tobacco · Servier · LIDL ·  
Blue Center · BIG CEE · P3 ·  
Reuters · Kiehl's · Empinity ·  
Epicentrum · Oracle · Nimble ·  
L'Oréal · Vicert



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