

Marsh and RTI International Offer Real Estate Portfolio Management and Decision Support

Today's corporations face significant opportunities and challenges in managing idle or surplus properties. They must navigate issues that range from changing regulations and lack of market knowledge, to financial uncertainty and community concerns.

To meet these challenges and facilitate deal flow, successful divestiture strategies often call for:

- well-defined goals;
- effective work processes;
- a unified analysis perspective;
- shared property information; and
- a plan that drives toward execution.

Marsh, the world's leading risk and insurance services firm, and **RTI International**, a leading research institute, have established a new service designed to help public and private corporations better manage their real estate portfolios, optimize holdings, and develop divestiture strategies for surplus properties, including environmentally stressed properties or "brownfields."

The **Marsh-RTI International** service is backed by an innovative software application, known as SBS DiscoverySM, which uses complex models to help assess the potential value of impaired property holdings relative to their remediation costs.

The **Marsh-RTI International** service can provide a business solution tailored to an individual business's portfolio, resources, and goals.

- The service can give businesses a framework for developing a divestiture strategy structured along specific goals, such as reducing reserve obligations, maximizing property reuse value, or increasing the return on an asset.
- **Marsh and RTI International** use an effective work process that helps real estate portfolio managers, financial executives, and risk managers gain an understanding of the value of the property and then target investments, including cleanup costs and goals, toward a planned reuse of the property.
- Proprietary models integrate market, financial, environmental, and community data to create an analysis of a firm's entire portfolio, helping management to understand risk-reward tradeoffs, evaluate different divestiture scenarios, and target properties for action.
- Through the use of Web-based GIS features, management and stakeholders throughout a firm can view shared data and collaborate to create a unified strategy.
- At the end of the process, clients can decide to divest or reuse targeted properties in accordance with their financial, environmental, and strategic goals.

Using SBS Discovery

SBS Discovery, the software application supporting the **Marsh-RTI International** service, is a smart modeling system that can put a firm's information to work immediately. The system's integrative framework can help management uncover answers to critical questions needed to drive toward execution, including:

- What is the potential market value of the asset?
- Which reuse project options are financially feasible?
- What is the true cost of ownership, as well as the hidden costs?
- What are the environmental conditions and related risks?



Visualize each property in your portfolio using SBS Discovery's GIS feature so all stakeholders can view shared data and collaborate more easily.

Focus on those properties that will generate the most value

Once management has a clear understanding of each property's value, **Marsh and RTI International** can pro-

vide a defined process and the tools to help businesses move forward in the decision cycle. Next, businesses can identify where they wish to apply resources to get the best value and results. By providing analytical tools that evaluate a business's entire portfolio, **Marsh and RTI International** can help bring a complex picture into sharp focus quickly.



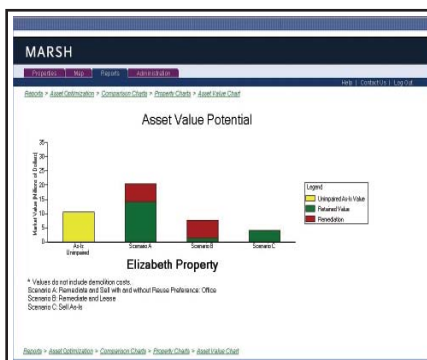
Focus on those properties that will generate the most value

Act With Confidence

Marsh and RTI International

can provide the processes and tools to assist real estate and financial executives in making critical decisions regarding the value hidden in surplus or idle properties. A full-scale analysis and assessment of a property portfolio can provide a clear definition of

opportunities and risks. Backed by reality-based, informed decisions that are targeted to the firm's desired outcomes, management can take action relating to surplus or idle properties with confidence.



By revealing your property's asset value, SBS Discovery can help businesses develop divestiture strategies that are consistent with their goals and resources on those properties that can generate the most value.

Unlock the Value in Surplus Properties

The process could help businesses with surplus or distressed properties in a number of ways, including:

Discover hidden value — Regain control of assets by developing a thorough understanding of the potential market value of idle properties. Revitalization efforts can free up cash reserves and create fresh capital for reinvestment.

Realize more favorable returns—

Working with **Marsh and RTI International**, businesses can enhance their ability to optimize potential returns from the sale or reuse of idle properties while significantly reducing exposure to risks and long-term liabilities.

Improve decision making — Develop a consistent, integrated view of property portfolios for more informed decision making and proactive management.

Drive corporate initiatives — By helping facilitate in the reuse of idle properties, businesses may improve corporate reputation and public perception in the community. In addition, returning properties to an environmental benefit and profitable use may help demonstrate commitment to corporate sustainability initiatives.

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SBS Discovery's Powerful Suite of Property Assessment Processes and Tools Translates Into Actionable Strategies Targeted to Your Goals

SBS Discovery Features	Client Benefits
Enterprise-wide knowledge management system	<ul style="list-style-type: none"> • Shared understanding of opportunities and risk • Consensus about best reuse strategies • Maximization of net asset value • Better deal flow and portfolio management
Unified analysis platform	<ul style="list-style-type: none"> • Actionable information to support critical decisions and priority setting • Confident decision making based on industry-accepted best practices • Common methods and understandings shared by all stakeholders in your firm
Web-based data collection, reporting, and querying	<ul style="list-style-type: none"> • User-friendly interface that encourages collaboration while enabling consistent data capture and analysis • Easier transition from a decentralized environment
Formalized, efficient work process	<ul style="list-style-type: none"> • Faster evaluation and analysis of potential deals • Improved image and public perception within communities
Electronic data collection, reporting, and querying	<ul style="list-style-type: none"> • Replacement of scattered, disjointed information with accessible, reproducible information and results
Geographic information system functionality	<ul style="list-style-type: none"> • Clear visualization of properties • Enhanced collaboration within your firm and with strategic partners