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Providing Orientation, Direction, and Execution to the Design, Construction, and Real Estate Industries

# DIRECTIONS

The Quarterly Newsletter of LDG Consulting

Dear Alrich,

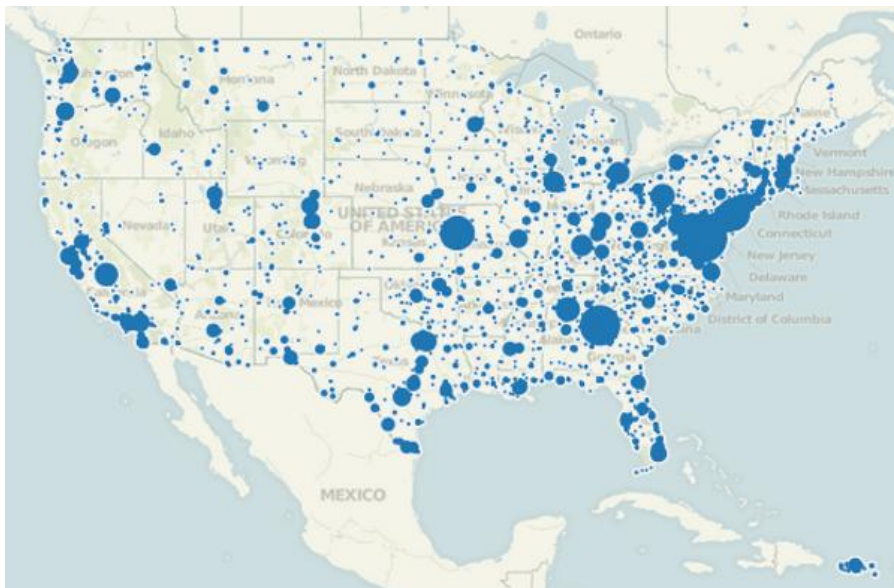
The fall weather is a welcome break from the summer's heat. As we start to think about the upcoming holiday season, we'd like to share a few thoughts and accomplishments from the last quarter.

Alrich, although we are slowly emerging out of difficult times, we believe that professionals with your commitment for excellence will continue to find the glimmers of sustained growth that are leading to a brighter future for us all.

We hope you enjoy this quarter's newsletter.

## Data Visualization in CRE

After viewing some raw data from the GSA on office space, we decided to make the data more visually appealing, so we made a [map](#).



GSA US Real Estate Owned or Leased

Georgia ranks 7th in states with the most amount of RSF owned or leased by the Federal Government (as of Aug 2011). The lion's share of that is in metro Atlanta.

We thought our brokerage friends would find this interesting. This chart shows the "business name" (most likely the landlord), the location, and the amount of RSF ranked by the largest RSF.

Are you staring at reams of data that you can't make any sense out of? Today's business intelligence is about finding the gems of actionable information that will allow you to gain a strategic advantage over your competition. What are you missing? Or worse yet, what trend or client segment are you ignoring while your competition is capitalizing on your "blindness"?

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## Project Profile

### Savannah Gardens

Client: National Non-profit Developer

Phase I - 115 units

Family / Affordable (LIHTC)



727.526.8181  
www.aerophoto.com

Savannah Gardens Phase 1

Image # 111019 0124  
Date 10.19.11

The first of several phases, Phase I has made a dramatic impact on the site formerly known as Strathmore Estates located east of Downtown Savannah.



View looking down Promenade Park

The 14 buildings that make up Phase I adhere to the architect's Traditional Neighborhood Design (TND) concept as well as creates a much more pleasing pedestrian experience down Pennsylvania Ave.



View looking down the newly rebuilt Pennsylvania Ave

**LDG Consulting** was engaged to ensure the developer's and owner's interests were protected during construction. Among other activities, we conducted site visits, produced owner reports, reviewed proposed change orders, and participated in payment application meetings.

### Accomplishments for 3Q2011

- Assisted client by providing interim experienced construction management support. This allowed client to take the time necessary to find the right person with the right skill-set to join the re-organized development group.
- Provided an easy to use proforma for analysis of different capital stack scenarios for investment in a boutique resort hotel. Client was then free to negotiate with various capital sources knowing how specific capital stack combinations would play out.
- Expanded construction management role to include some development related scope items after a key development team member departed client's firm.
- Identified a key negotiating leverage point with a major international company. Our attention to detail strengthened our client's negotiating position, leading to a favorable compromise for our client.

### Goals for rest of 2011

- Strengthen relationships with potential clients that have projects on the boards for 2012 starts
- Expand service offerings for current clients through strategic partnerships
- Continue to provide peace of mind for all clients

### Closing

We would like to thank you for your continued patronage and support. We feel confident the balance of 2011 will reveal even more accomplishments.

We encourage you to check back often to find out about our latest engagements, company news and our thoughts on various industry issues via our [blog](#). Our latest entry is titled:

["Engaging a Construction Manager."](#)



### About LDG Consulting

LDG Consulting is a boutique advisory and consulting firm that focuses on the Design, Construction and Real Estate industries. Our clients are those whose core business is not real estate and / or construction management.

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