

**LABOR
PLAN** 

LABOR ANALYTICS GROUP

CBRE
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CoreNet Global
**INNOVATOR'S
AWARD**



Assessing Future Labor Market Risks for Corporate Real Estate

Availability and sustainability of human capital often direct corporate workplace and real estate strategy, influencing decisions to expand, maintain or consolidate operations. CBRE Labor Analytics Group's LaborPlan™ is a unique, sophisticated supply-and-demand analysis designed to help corporate real estate, operations and human resources departments collectively examine the sustainability and positioning of their corporate workforce.

LaborPlan™ Applications

- Expansion and consolidation strategies
- Capacity planning
- Merger and acquisition evaluation
- Wage and attrition positioning
- Lease term justification
- Workforce longevity analysis

Winner of the CoreNet H.B. Russell Global Innovator's Award, LaborPlan™ is capable of assessing more than 785 occupations, including wage and employment levels for 3,792 cities. Analysis is customized to target desired skill sets, holistically examining labor market conditions, expected growth, competitive presence and sensitivity to change.

The result estimates the relative risk associated with a labor force and the ability to support an operation, including evaluating the longevity of the market and the sensitivity to scalability, attrition, competition and market changes. Comparing this risk across a portfolio enables companies to quantify and prioritize a proactive strategy around where they expand or consolidate and the relative elasticity of the labor market. Ultimately, LaborPlan™ provides objective and statistical recommendations, enabling management to make insightful decisions and incorporate labor market dynamics into operational strategy.

Advantages

Making the right decision in each market can help assure long-term success by:

- Discovering wage arbitrage opportunities
- Aligning real estate strategy with operational capability
- Optimizing skill set employment
- Estimating the life span and depth of labor markets
- Modeling dynamic risk

Labor Analytics Group

As part of CB Richard Ellis' Global Research and Consulting, Labor Analytics Group (LAG) provides customized consulting services for corporations across a variety of industries, focusing on labor market intelligence and global client strategy to deliver innovative solutions for existing locations, site selection, and economic incentive negotiations. We believe that the best corporate strategies are those that lead with labor, focusing on talent optimization to drive real estate strategy. LAG represents over 35% of the Fortune 50 and 25% of the Fortune 100, proudly providing repeat services for over 80% of our clients.

" LaborPlan™ allowed us to see past much of the anecdotal data we were receiving about the community and zero in on the key factors that would drive the long-term success. Since the model uses our desired employee information, we found the analysis invaluable and a key factor in our ultimate site selection."

Joe Ledbetter
Vice President of Finance—U.S. Bank

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