

CIM's Active Management Approach to Core Real Estate

While many core real estate owners and operators opt for a simple buy-and-hold strategy when it comes to core real estate, CIM Group takes a different approach.

Core real estate assets include high-quality properties located in major metropolitan areas and occupied by a roster of credit tenants. CIM's strategy maintains the stable income stream and lower risk profile associated with core properties while incorporating active management to maximize efficiency and profitability. Using its in-house services and expertise — including asset management, on-site property management, leasing, development and construction — CIM strives to enhance assets, increase income and reduce expenses.

Enhancing Communities

This active management strategy begins with acquiring core properties that not only produce income, but also that require some improvements to optimize value. CIM focuses on acquiring core assets in improving neighborhoods, where demand for space is fueling growth in rental rates and property values.

CIM has cultivated this approach in communities across the Americas, including Oakland, CA, and Austin, TX, both of which have benefitted from significant growth in recent years. Due to a low office vacancy rate in Oakland, for example, developers are building new downtown office towers for the first time in nearly 20 years. Furthermore, the Seaholm District in Austin has transformed from a primarily industrial area into a vibrant, mixed-use neighborhood.

Assets in communities like these can leverage demand drivers energized by the revitalization. In turn, by improving the assets, CIM strives to contribute to the nearby neighborhood's growing vibrancy. Our efforts may include executing a leasing strategy that fills vacant space or renovating or expanding assets to enhance their potential income growth. In certain cases, repositioning may be in order, such as converting soft-good stores to restaurants, service-oriented retail or additional office space.

Creating Value

By employing its active management strategy for core real estate, CIM owns and operates lower-risk core assets with stable income streams while creating opportunities for additional asset value. CIM's ability to utilize in-house expertise in areas such as on-site property management, leasing and construction helps ensure that the interests of all parties are aligned — a key factor in the success of active management. CIM's strategy coupled with its broad in-house expertise helps expand and create value in core assets while enhancing communities as they continue to grow.



Oakland, California

CIM Creating Value.
Enhancing Communities.

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