**CFO Forum Minutes** **Managing Real Estate Strategically June 2019**

**This session covered cybersecurity and whether cyber insurance is worth it.**

A special note to our guests who attended. Contact me with your comments especially if you want to attend a future session AND/ OR if you want to discuss previous topics and request an introduction to one of our partners.

We had two expert speakers. Glenn Blumenthal of Stevens Lee Griffin and Jim Pauloski

They created a preso just for us that covered everything and it is on the website.

My observations-I reported that meeting Glenn saved my little firm over 200k in our lease renewal and that really opened my eyes. Your feedback reinforced that what I learned was also new to most in the room. Over 90% of us lease so this is a great opportunity in your real estate planning (strategically and financially) and a cost reduction opportunity.

I will also admit that I learned a lot about lease accounting and my CPA firm did not educate me because they didn’t know I was simultaneously renewing and extending our lease so I have accounting analyses and entries to make by year end 2019.

**Glenn’s key points** included:

 Understanding the value of each property to your firm and having the correct ownership or lease agreement underpinning the strategic value of each property.

 Understanding the value of your lease to the landlord and negotiating with financial leverage, market knowledge and plenty of time to leverage your position and threaten to leave. The preplanning and proactive analysis will pay off with lower rents, better terms or a better price if you plan to purchase OR move!

 I encourage you to study the slides and engage with Glenn. They cover the country!

**Jim’s key points included:**

 Make sure you have a real estate expert reviewing the real estate points of the lease agreement/proposal. Your corporate attorney can handle the legal points but most attorneys are not real estate experts. (Jim has done over 1,100 leases and he is a great resource.)

 Start your renewal planning at least one year in advance. Two years may be more appropriate. Time is leverage!

**These SME partners welcome an opportunity to discuss your specific questions or situations.**

|  |
| --- |
| **Our thanks for volunteering their time and sharing their knowledge.** **Opinion; This was one of the best, most informative and action oriented session we have held in four years. Review of the slides is recommended if you attended and certainly if you did not attend. Contact information for Glenn and Jim is on their slide decks OR I am very willing to introduce you. I strongly encourage follow-up with both organizations for reviews and assessments of your situation and to strongly consider their recommendations.**  |
|  |
|  |

**Housekeeping:**-Minutes, slides and CPE letters are available at [www.thecfosolution.org](http://www.thecfosolution.org) under the past events tab. CPE letters usually take about a week to get posted. If you are missing one from last year, let me know and I will provide it. The password for our content is mrc(lower case) . Download your CPE letter.

**Year Five info**

**Year Five will begin in August at the new MRC location 7200 A Windsor Drive Allentown.**

**MARK YOUR CALENDARS (we will work on the other session topics)**

**Happy Hour July 25 Springhill Suites Center Valley 5 to 8**

August 13 Procurement Best practices and process

Sept 17 Working session on lease accounting-bring your real estate, vehicle, equipment info

Oct 15-creating a recruiting and retention culture and best practices

 **Our sessions will shift focus a bit.** We will focus the pure content presentation to about an hour and then brainstorm applications and problem solving. We have a room full of expert peers and we want to encourage sharing of our best practices and successes. Our goal is to create a sharing and shared success culture by getting more engagement and getting everyone to know each other better.

**Please let us know if you plan to join us in Year 5.** As in this year, I expect to cap participation in order to create the exchange of ideas and active discussion.