

# **The Muldavin Company**

## **Services Overview**

We assist owners, investment managers, service providers, product companies, and corporations who seek to better understand the scope and scale of changes underway as a result of rapidly moving building health and sustainability trends in order to refine their marketing, investment and organization strategies.

Scott Muldavin takes personal responsibility for all research and analytics, insuring senior level talent, judgment and experience is applied to each engagement.

### **Owners, Developers, and Investment Managers**

We evaluate portfolios and investment operations to insure maximization of the value being created through sustainability investments. By combining our expertise in investment management operations and sustainability, with our unique understanding of sustainable property value creation, we can provide practical recommendations to improve practices and stakeholder appreciation for your work.

We can assist in the development of due diligence and portfolio strategies for the execution of sustainability and health and wellness interventions, helping to logically set priorities and build financial and business case support for investments.

We also provide due diligence services on new investment policies, partnerships, joint ventures, and property investments—with a particular specialty in providing quick clear assessments of the implications of new trends and developments in health, wellness, sustainability, and technology change. We collaborate and involve specialists in sustainability, health and wellness, design, technology, tax, and other specialties as needed.

We can also supplement your research capabilities, providing white papers, action plans, or intelligence gathering to respond to specific issues or questions that arise.

### **Corporations and Other Owner Occupants**

We also assist owner occupants in the development of due diligence and portfolio strategies for the execution of sustainability and health and wellness interventions, helping to logically set priorities and build financial and business case support for investments.

Our focus is on better integration of **all** value and risk considerations in sustainable property investment decisions to enable property sustainability and health and wellness investments to compete head-on on a risk and return basis with other corporate investment alternatives. We have explicit models and methodologies for implementing improved decision-making that can generate substantial financial gains, and maximize societal contributions.

### **Service and Product Providers**

Rapidly evolving property health and sustainability trends create opportunities for new products and services. They also create the need for review and refinement of existing products and services, organizational structures and staffing. We can assist in making sure your strategies are based on the most up to date capital markets and sustainability information and provide practical recommendations to take advantage of changes underway and mitigate potential risks.

One particularly valuable and unique service offering for architects, engineers, contractors, and sustainability and/or health and wellness consultants is the development of branded service offerings that focus on the quantification of the financial benefits and risks of investments in sustainability or health and wellness. While all, or at least most, service providers address the financial aspects of their services and outputs, analytic methods and communications typically can be significantly enhanced.

For product providers, marketing and promotion programs can be improved through improved prospect segmentation and targeted marketing programs that are solidly based on the financial and risk attributes of the product—using the most effective possible terminology and story-telling.

### **Board and/or Advisory Committee Positions.**

These positions might be directly on a company's Sustainable Advisory Council or Committee, or in broader company roles that integrate sustainability considerations with the broader investment and capital market issues, which companies are grappling with.

We are also open to retainer relationships, task force leadership or participation, and other service delivery structures that meet client needs.