



iCORE GLOBAL



SHARED SERVICES

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Increasing budgetary pressures are forcing companies across the board to do more with less. To be competitive and maintain your margins, you need to explore alternative ways to save money without sacrificing client satisfaction.

If you hired a consulting company such as Deloitte or McKinsey & Company what would they tell you?

First off, get ready to spend some money because, trust us, their consulting services are not cheap. The primary advice they would give you is to increase your topline revenue through programs such as expanding your offering to a global audience, upselling to existing customers or rolling out targeted marketing campaigns via email, web and social media.

Alternatively they may suggest reducing your bottom line expenses by outsourcing services, consolidating marketing and business development services or eliminating redundancies in personnel.

**IT REALLY BOILS DOWN TO A SIMPLE EQUATION.
MAXIMIZE YOUR REVENUE AND MINIMIZE YOUR EXPENSES.**



WHY iCORE?

HERE'S THE GOOD NEWS: WE'VE ALREADY BEEN THROUGH THIS EXERCISE.

When designing our Shared Services, we consulted with professionals from around the world to ensure that our offering drives both short and long-term success.

With over 30 years of experience in Commercial Real Estate, you can rest assured that our recommendations are realistic and effective. Another differentiator is that we're not only the strategist, we're the implementers. When you work with consultants they'll spew out a ton of ideas and strategies. But when the strategies don't work, who can you turn to? Our Shared Services team manages from strategy through to implementation and then measures success. If new opportunities pop up or we need to course correct along the way, our team will be ready.

WHY SHARED SERVICES?

Our Shared Services were strategically developed to reduce the time and money you spend on daily business operations while increasing your revenue producing activities.

We focus on programs that are highly effective from a cost and productivity perspective.

OUR SHARED SERVICES INCLUDE:

- COLLATERAL DESIGN & PRODUCTION
- MARKETING & PR SUPPORT
- WEBSITE DEVELOPMENT & MAINTENANCE
- BUSINESS DEVELOPMENT
- HR SUPPORT/EXTENDED EDUCATION RESOURCE CENTER
- IT/IS SUPPORT
- CONNECTIVITY & COMMUNICATIONS

**COMPLETE ARRAY
OF BACK OFFICE
& TECHNOLOGIES
LEVERAGED TO
DECREASE LOCAL
OFFICE EXPENSES.
INCREASING
QUALITY AND
CONSISTENCY.**



BENEFITS OF OUR SHARED SERVICES PROGRAM:

POWER OF MANY

We've all heard this phrase before but have you ever stopped to really consider its implications? The power of many is one of the biggest values of Shared Services. By bringing together professionals from around the world, in all facets of commercial real estate, we increase our collective knowledge, expertise, credibility and resources.

As part of our Shared Services platform, our team has invested a significant amount of time and resources into developing proprietary technologies that are designed to unite all of our team members.

FLEXIBILITY

Unlike having a set department with limited headcounts, you have access to an expansive team of professionals with a wide-array of experience and expertise.

As your office grows and evolves, our services evolve along with you. Through our Shared Services program you'll have access to the exact skill sets you need and won't have to deal with the time and cost of hiring and ramping up new team members.

INNOVATION

We have direct access to a pool of professionals that are dedicated to staying up to date on trends in marketing, PR, business development and technology. By collaborating with the best in each market, we're able to deliver cutting-edge solutions.

Collaboration, multiple perspectives and contrasting points of view only serve to continually enhance our Shared Services offering. We're constantly evolving, expanding and learning through experience. This should give you peace of mind that our services will never be antiquated.

CONSISTENCY & CONTINUITY

One of the biggest complaints that we hear from clients is that our competitors provide inconsistent experience. We want to eliminate this objection – take it off the table - and make sure our clients feel secure that the quality they expect is delivered around the world.

Brand equity is enhanced by long-term marketing programs that enable a cumulative build over time. Through a combination of marketing campaigns, promotional programs and sponsorship opportunities, iCORE Global builds familiarity and relevance around our brand.

Additionally, global consistency in brand image adds to its strength. We adhere to stringent brand controls to ensure the iCORE Global experience remains consistent around the world. This consistent experience guarantees high-quality service and brand support that makes iCORE instantly recognizable and familiar in commercial real estate the world over.

HIGH RETURN, LOW RISK

Our Shared Services are designed to provide high return with low risk. Not having employees automatically lowers your risk and cost. Our proven process, coupled with our staff of experts drives maximum results.

Even if you outsourced these departments to a marketing or IT agency, you would be subject to retainer fees as well as an itemization of services. We specifically designed Shared Services to be flexible so that we can effectively customize it to meet the unique needs of each and every office.

Think of our Shared Services team as those extra team members who know the ins and outs of marketing, business development, PR and IT and happen to rarely come into your office. Our team is your team. Whenever you need us.