

# THIRD PARTY LOGISTICS (3PL) ADVISORY GROUP

UNDERSTAND.  
COLLABORATE.  
DELIVER.



## THIRD-PARTY LOGISTICS (3PL) ADVISORY GROUP

### A Different Approach to Partnering with 3PLs

Cushman & Wakefield has developed a unique approach to partnering with Third Party Logistics (3PL) providers, an approach focused on improving a 3PL's success in winning new contracts, retaining current clients, and increasing revenues. Cushman & Wakefield has real estate professionals with practical experience and a deep understanding of a 3PL's supply chain challenges, allowing a 3PL to tap into various resources and services and supplement their own in-house staff and expertise.

#### 3PL-Focused Process



##### **SPEED TO MARKET**

Whether you are evaluating business opportunities, responding to an RFP, or securing the right real estate solution, time matters. We understand the urgency required to win new business.



##### **RESPONSIVENESS**

Our 3PL experience helps us understand the 3PL selling process. We know how critical it is to provide the necessary information and resources during each phase of the unique process to obtain the best result.



##### **LEVEL THE FIELD**

Cushman & Wakefield works with Landlords to make sure every real estate option is available to you while identifying the most competitive rents, TI allowances, and terms.



##### **REAL ESTATE PARTNER CONTINUITY**

3PLs have unique business needs that require a real estate partner that can collaborate to win business. We make our clients more competitive by leveraging our knowledge of the intricacies of 3PL business pursuits across all your markets.



##### **CONFIDENTIALITY**

We understand just how competitive the 3PL marketplace is; rest assured our conversations are always confidential. Cushman & Wakefield takes confidentiality seriously. We have policies in place to ensure client information is safeguarded.



## 3PL: A Unique Transaction Process

Cushman & Wakefield understands the complexity of 3PL transactions; we know what information you need and when you need it.

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
<p>High-Level Business Development and Evaluation of Opportunity</p> <ul style="list-style-type: none"> <li>Decision - Go / No-go</li> </ul> <p>Expected Turnaround Time is 24-48 hours</p>	<p>Initial Evaluation of Real Estate Options</p> <ul style="list-style-type: none"> <li>3PL Develops Solution for RFP</li> <li>3PL Bids the RFP</li> </ul> <p>Expected Turnaround Time is 24-48 hours</p>	<p>Selected as Finalist for the Business</p> <ul style="list-style-type: none"> <li>Negotiate Best Rate/Terms with the Landlord</li> <li>3PL Submits Final Proposal to Client</li> </ul> <p>Expected Turnaround Time is 2 weeks</p>	<p>3PL Awarded Business</p> <ul style="list-style-type: none"> <li>Final Contract Terms are negotiated (economic &amp; others)</li> <li>Final Building Requirements are Established: (size, TI/ASTI), Term Length</li> </ul> <p>Expected Turnaround Time is 5-7 working days</p>

## Our Competitive Advantage

While great lease rate and terms are always important, Cushman & Wakefield's 3PL Advisory Group creates competitive advantages for 3PLs by offering ready access to the following additional services:

### Customized 3PL Services & Solutions



- Lease Renewals and Rent Review
- Occupancy Cost Analysis
- Lease Restructuring and Surrenders

### Property Tax Services



Our Global Real Estate Valuation and Property Tax practice offers 3PLs property-specific tax services unique to the industry, enabling us to counsel our clients with real estate centric tax advice.

### Competitive Location Assessment (CLA)



A CLA is the same information Landlords use to promote property solutions to potential tenants. 3PLs can utilize the same report to communicate the location benefits of an asset to its prospective clients.

### Labor Studies



Cushman & Wakefield provides several different levels of labor studies to meet the needs of our clients, including Workforce Profiling, which uses demographic and economic data, as well as local market interviews with key employers, to recommend locations where the required workforce is available for the right cost and timeframe.

### Business Incentives



Cushman & Wakefield's approach to winning location incentives is proactive, strategic, and confidential. We add value through relationships with local officials, extensive experience closing incentives deals, and finding balance between corporate goals and incentives structures.

### Partnership with St. Onge Company



Cushman & Wakefield has a long-standing partnership with St. Onge Company, which offers industry leading supply chain engineering services including logistics consulting and operations design services. These services can be made available to our 3PL clients as warranted.



## About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 53,000 employees in 400 offices and 60 countries. In 2019, the firm had revenue of \$8.8 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services. To learn more, visit [www.cushmanwakefield.com](http://www.cushmanwakefield.com) or follow @CushWake on Twitter.

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## Cushman & Wakefield Capabilities

### Service Lines

- Agency Leasing
- Asset Services
- Capital Markets
- Facility Services
- Global Occupier Services
- Project & Development Services
- Tenant Representation
- Valuation & Advisory

### Industries & Specialties

- Airports
- Automotive
- Build-to-Suit
- Data Centers
- eCommerce
- Education
- Emerging Technology
- Energy (oil & gas)
- Financial Services
- Flexible Workplace
- Food & Beverage
- Global Supply Chain
- Government
- Healthcare
- Hospitality
- Industrial
- Land
- Legal/Professional
- Life Sciences/Pharma
- Multifamily
- Net Lease Investment
- Not-for-Profit
- Office
- Ports & Intermodal
- Public Sector
- Rail
- Retail
- Sports & Entertainment
- Third-Party Logistics (3PL)