

Income maximization...  
Solution optimization...



PROJE YÖNETİM A.Ş.



# PROJECT DEVELOPMENT SERVICES

## □ **Strategic Planning**

*"The indispensable aspect of real estate projects..."*

## □ **Project Finance**

*"Suitable models, alternative structures..."*

## □ **Real Estate Valuation**

*"Independent perspectives of excellence..."*

## □ **Portfolio Management**

*"Integrated strategies, detailed follow-up..."*

## □ **Asset Management**

*"Corporate representation in the entire life cycle of the project"*

# Strategic Planning



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## "The indispensable aspect of real estate projects"

This is a service that PY Consulting International has developed and continuously improved starting from its first days in 1989. The model, one that is identified with our name, holds significant share in the success of numerous large-scale real estate projects.

In this product, we conduct;

- Location Analysis
- Highest and Best Use Analysis
- Site Selection and Assessment
- Market Analysis
- SWOT Analysis
- Project Mix Preparation
- Project Concept Development
- Income Forecasts
- Cost Estimations
- Feasibility Studies
- Return on Investment Analyses
- Finance Models Analyses

studies and support these studies with Profitability Indexes, Investment Performance and Risk Analyses.

These services are executed by a multidisciplinary team comprised of our urban and regional planners, architects, engineers, economists, business executives based at our headquarters, while activities such as surveys, concept design, engineering and others that require special expertise are outsourced under our supervision.

### **Our Business Practice Standards:**

1. Services are performed within the framework of the guidelines defined in the BVQI-ISO-9001:2000 Quality Handbook.
2. All information and documents provided by the EMPLOYER are treated strictly confidential.
3. All documents and technical information supplied by the EMPLOYER are returned upon demand and/or completion of work.
4. All members of our project team are liable of adhering to the FIDIC Code of Ethics and our Corporate Regulations.
5. An international Professional Liability Insurance will be taken out if requested by the EMPLOYER.
6. Our company provides and assumes the expenses of the computer hardware and special software to be used by the project teams.
7. All documentation related to the project is stored in a secure environment and made available to the access of the EMPLOYER on 7/24 hour basis.
8. Reports are comprised of interpretations, recommendations and proposals in addition to numerical data, printouts, maps, tables, diagrams, drawings/illustrations/photographs. The reports are prepared in Turkish or English.
9. Reports are submitted in a visual presentation format suitable to the EMPLOYER's demand.
10. Periodic meetings are held with the EMPLOYER's Representative as scheduled.

# Project Finance



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## "Suitable models, alternative structures..."

With our team that consists of specialists trained and experienced in Real Estate Projects Financing; we

- We prepare recommendations about the most suitable finance models for your project,
- With the help of a global information network, we research on the investment firms and entrepreneurs that hold the potential to respond to our client's requirements, and present the results.
- We provide our client support to create, both nationally and internationally, the model and partnerships that are suitable to their corporate structure, and
- When it comes to projects that fall within the scope of privatization, we conduct studies targeting Public-Private Partnerships (PPP) and design alternative contract and finance models based on long-term profitability analyses.

We further create alternative forms for financial leverage and debt/equity financing with the purpose of accelerating the return on investment.

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# Real Estate Valuation



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## "Independent perspectives of excellence..."

Our Real Estate Valuation services are provided by CMB (Capital Markets Board) -licensed experts of ours who investigate the quality, usage and environmental conditions to reach an accurate and meticulous assessment.

As an "independent services provider," we apply,

- Sales Comparison,
  - Cost Approach, and
  - Income Capitalization Methods
- and present independent reports.

We supply all of the legal and technical documentation that will inspire confidence in our client's procurement decisions and support them in their ensuing steps, as a total package, together with the project development studies and assessment results.

Our Valuation Services are specially designed to address large-scale real estate developers, investors and financiers as part of our Strategic Planning services.

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# Portfolio Management



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## "Integrated strategies, detailed follow-up..."

We provide our clients expert assistance to further understand the properties of their real estates, learn about the values, manage their real estates more efficiently in line with their corporate strategies, create the relevant functional usage opportunities, increase their potential incomes, and integrate their real estate strategy into their total corporate strategies.

Within the scope of this service, our experienced portfolio managers;

- Prepare the inventory of the real estate property, appraise our client's portfolio according to pre-defined criteria and provide them the opportunities to optimize their portfolio and integrate it as part of their corporate strategy,
- Develop a prospective real estate strategy following a comprehensive situation analysis based on the structure, profitability and potentials of your real estates,
- Rapidly develop creative redemption strategies and action plans if the real estate involves problems.
- Continuously test the value changes which our client's real estate portfolio is subjected to and its yield in the course of time, and ensure that they obtain the maximum utility and gain by running and monitoring the necessary revisions.

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# Asset Management



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## "Corporate representation in the entire life cycle of your project..."

If your aim is to manage your real estate assets more efficiently, reduce your costs, benefit from the relevant functional utilities, increase your potential incomes, create competition, and further facilitate the achievement of other strategic goals, Then, consider making your real estate strategy an integral part of your total corporate strategy!

We undertake five core roles within the scope of the Asset Management services we offer:

- First and foremost, we conduct an exhaustive study to assess the projects and investigate their legal statuses,
- We identify the suitable corporate investors that are seeking to develop and invest in highly qualified real estate projects, and mediate towards their partnership with the Land/Project Owner,
- We sustain the relationships with the developers and investors at managerial levels by either representing the Land/Project Owner or accompanying the investors in every type of environment,
- We analyze the architectural design and its related costs, monitor and audit the entire life cycle of the project development process on behalf of the Land/Project Owner.
- We act as the Land/Project Owner's representative to audit and approve the project-related budgets, the required documents, the project plans, resources, sales processes and further audit the project in the implementation process.

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