

CASE STUDY

CSAA



SERVICES

Headquarters Strategy

Location Analysis

THE CHALLENGE

This 96-year-old company has been based in San Francisco since its founding. Through growth and diversification, its headquarters had expanded to over 1,300 employees located in multiple buildings dating back as far as 1925. Management was concerned about the suitability of the existing location and the facilities themselves to meet the company's needs going forward. It was also focused on reducing operating costs to competitive levels.

THE SOLUTION

Worked closely with C-level executives and senior management to ascertain corporate objectives and relocation criteria.

Conducted an adjacency analysis to determine the physical proximity needs of departments within the organization.

Evaluated regions in California and in other states to identify the most appropriate location(s) for corporate headquarters and administrative functions.

Evaluated multiple campus scenarios and developed a financial model to evaluate one-time and recurring costs for alternative scenarios.

THE BENEFIT

Provided senior management and the Board of Directors with an objective, comprehensive assessment of location options.

Identified several non-real state issues that needed to be addressed as part of a location strategy (e.g. operational and IT matters)

Quantified the value of the current headquarters and identified alternative disposition strategies.