

Outplacement Services For Real Estate Organizations

Relevante

Support workforce transitions while protecting leasing velocity, deal pipeline, investor confidence, and tenant experience across REITs, developers, property managers, and real estate services firms

Who We Serve

- REITs (Office, Industrial, Multifamily, Retail, Specialty)
- Real Estate Developers and Builders
- Property Management and Facilities Operations
- Real Estate Services and Brokerage
- Title and Settlement Services
- Construction and Project Services within Real Estate
- Real Estate Private Equity and Investment Platforms
- Mortgage, Servicing, and Housing Services (as applicable)



What We Deliver

Speed and Stability

- Launch in 24 to 48 hours
- Leader communication toolkit and separation talk tracks
- Rapid enrollment workflows for multi-location teams

High-touch Support

- 1:1 coaching across leasing, development, operations, and corporate roles
- Resume and LinkedIn aligned to real estate hiring norms and deal language
- Interview execution, networking plans, and accountability

Visibility for HR

- Dashboards by business unit, region, and job family
- Weekly progress reporting and theme tracking
- Escalation support for sensitive cases and executives

The Real Estate Workforce Reality

Real Estate transitions often follow interest-rate shifts, capital market cycles, portfolio rebalancing, development pipeline pauses, or changes in occupancy and leasing demand. These actions can impact market perception, tenant relationships, and service levels. Workforces are mixed across leasing and asset management professionals, property and facilities teams, construction and development roles, and corporate functions. Outplacement must support both relationship-driven revenue roles and operational teams that keep properties running.

Common Sector Challenges

- Market cycles affecting leasing, transactions, and development starts
- Brand and reputation sensitivity with tenants, investors, and local communities
- Mixed populations: revenue roles, property operations, and corporate teams
- Compensation complexity: commissions, bonuses, and long-cycle incentives

Role Coverage Grid

Leasing and Transactions

- Leasing agents, brokers, tenant reps, transaction managers, leasing leadership

Asset and Portfolio Management

- Asset managers, portfolio managers, FP&A for real estate, valuations support

Development and Construction

- Development managers, project managers, construction managers, estimators, schedulers

Property and Facilities Operations

- Property managers, facilities managers, building engineers, maintenance supervisors

Corporate and Investor Support

- Investor relations, finance, legal, HR, marketing, compliance, procurement

What HR Gets

- Launch plan and leader talk track with industry-ready messaging templates
- Orientation sessions for mixed populations (revenue, ops, corporate)
- Weekly dashboards by location and job family plus escalation support
- Optional add-on: executive communications support for investor and stakeholder sensitivity

Program Menu

Core (Operations and Staff)

- Orientation and assessment
- Resume and job search profile support
- Interview prep and rapid reemployment plan
- Weekly accountability coaching

Professional (Leasing, Development, Managers)

- Everything in Core
- Targeting strategy by role family and property type (industrial, multifamily, retail, etc.)
- Networking plan and recruiter strategy
- Offer evaluation and negotiation support

Executive (Director, VP, C-Suite)

- Everything in Professional
- Leadership branding and narrative
- Market mapping and targeted outreach plan
- Stakeholder and board-ready positioning support (as needed)

Real Estate Specific Modules

- **Deal and portfolio narrative:** translating transactions, leasing velocity, NOI impact, and project outcomes into a clear story
- **Commission and bonus positioning:** presenting production, quotas, and incentive plans without over-disclosure
- **REIT and investor language coaching:** tailoring messaging for public REITs and institutional platforms
- **Property ops transition pathways:** mapping operations talent to adjacent sectors (facilities, critical infrastructure, hospitality)
- **Market-cycle resilience coaching:** targeting stable segments and transferable skills across property types



Ready To Protect Continuity And Brand Trust While Supporting Your People Through Change?

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How We Run It

- **Day 1 to 2:** HR kickoff, program configuration, communications toolkit
- **Week 1:** Orientation, intake, assessment, first coaching session
- **Weeks 2 to 4:** Branding, targeting, networking activation
- **Weeks 4+:** Interview cycles, offer evaluation, negotiation support
- **Ongoing:** Weekly employer reporting, escalations, outcomes tracking

Outcomes And Reporting

What we track

- Enrollment and engagement by business unit, region, and role family
- Milestones: branding complete, outreach launched, interviews secured
- Time to first interview activity
- Offer activity and placement signals (when available)
- Themes by job family (leasing vs asset vs development vs property ops)

What HR receives

- Weekly progress snapshot
- Risk flags and support needs
- Theme summaries and recommended actions for leaders