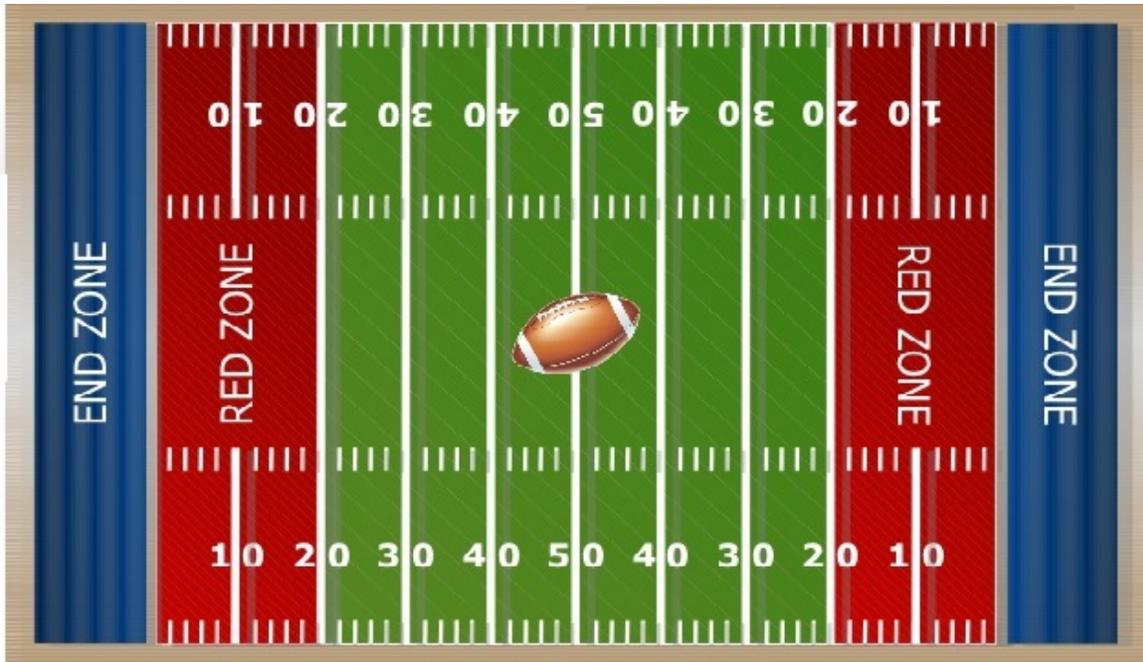


The Red Zone



In Football the last 20 yards before the end zone is referred to as the Red Zone. Teams change their strategy when they enter this space, they rely on screens, short passes and their running game. The Playbook for the Red Zone is drawn up well in advance of game day and the plays are ran frequently in practices.

Day 1 in your new space can be a lot like game day. Anticipation fills the air, the project team has done all of the prep work, the space is as pristine as a freshly chalked field, your support staff is ready to go and in their places. Phones, computers and printers are working and all of your boxes are checked. You are confident that you have done everything to be prepared for Day 1 and it will go smoothly. It is time to welcome your staff to their new great environment.

Preparing for Day 1 also requires a Playbook. Your strategy gets more defined and focused as the playing field shortens. Your Red Zone will be the last two weeks before your move. 95% of the work is done, tasks are scheduled and all that is left is to execute your plan. A detailed and well organized plan with delivery dates and responsible parties insures that all of your players understands their role and how to execute all of the plays.

Weekly move team meetings throughout the occupancy preparation period is critical. Coaches prepare and communicate their Red Zone plays long before their team gets to the 20 yard line. You want to do the same thing.

Do you need a coach to develop and run your real estate project Playbook and team? We can help with that.

Contact me at tvoltin@cosourceinc.com. We are looking forward taking the pain out of planning your next move.