

**The Logistics Resource  
for Industrial Real  
Estate Brokers and  
Developers**

*“WCL Consulting’s in-depth experience and knowledge in warehouse site locations and operations has proven extremely helpful in increasing the value we bring to our warehouse tenant relationships.”*

*-Dave Prior, SIOR  
President, The Klabin  
Company*

*“I have repeatedly introduced WCL Consulting as a valuable resource to my warehouse tenant and industrial landlord clients, effectively strengthening my trusted-advisor relationships.”*

*-Jeff Morgan  
Senior VP, CB Richard Ellis*

*“I have successfully worked with WCL Consulting on several major projects involving logistics support for both tenant and landlord representations.”*

*-Peter McWilliams  
Senior VP, Colliers-Seeley*

*Enhance  
Client Relationships  
And Increase Sales  
By Providing Cutting-Edge  
Logistics Solutions*

On a confidential, supportive basis, WCL Consulting enables you to exceed your clients’ expectations by offering them cutting-edge logistics solutions.

By adding this extra value to your services, you strengthen the trust clients place in you, increasing your sales ratio, and creating sustainable competitive advantage.

**Solutions for industrial real estate brokers and developers**

- **Provide logistics** comparisons of warehouse sites
- **Strengthen marketing** effectiveness with logistics information
- **Increase sales** success with site selection process skills training
- **Increase value** proposition with on-call logistics resources

**Solutions for your importers, manufacturers, and 3PLs**

- **Reduce** warehouse operations cost and increase productivity
- **Optimize** warehouse network locations
- **Select and implement** warehouse management systems
- **Enhance** supply chain strategy
- **Reduce** transportation costs

# *Examples of How Industrial Real Estate Brokers/Developers Benefit*

## **Broker Builds Trust Through Logistics Consulting Resource**

An industrial real estate broker introduced WCL Consulting to a major client to help identify the lowest cost / best service warehouse location network and to improve warehouse space utilization strategies. Using its LogicNet® software, WCL Consulting conducted a thorough warehouse location optimization analysis, enabling the client to select the best solution by considering the total cost and service impacts of five different locations. After more than a year of operations at the new site, the client is extremely satisfied. By introducing WCL Consulting to the client the broker stayed involved in the site selection process and in the final real estate transactions.

## **Location Logistics Competitive Profile Helps Developer Sign Major Industrial Tenant**

To convince potential tenants of his new industrial park that his site was best, a large developer needed to know its strengths and weaknesses relative to competing locations. The client's marketing team realized that they needed an in-depth understanding of how potential tenants would compare their sites to others. According to the developer, the Location Logistics Competitive Profile produced by WCL Consulting played a key role in signing a 1.7 million sq-ft tenant,

## **Real Benefits**

WCL understands that developers/ brokers demand results! We help to:

- Increase Revenues
- Increase Listings
- Increase Closing Rates
- Increase Referrals
- Improve Tenant Retention for Brokers and Owners
- Strengthen Client Relationships

Our fast-results approach ensures that you get tangible benefits...quickly!

## **WCL Consulting: strengthen trust and improve results**

WCL Consulting provides logistics and supply chain advisory services to a variety of industries, brokers, developers, local governments, and major importers.

### **Industries**

- Apparel/Footwear
- Automotive
- Consumer Goods
- Food and Beverage
- Manufacturing
- Pharmaceuticals & Bio-medical
- Third Party Logistics (3PLs)
- Industrial Real Estate

### **Industrial Real Estate Clients**

- The Allen Group
- CB Richard Ellis
- Colliers International
- First Industrial Realty
- Grubb & Ellis
- Hillwood Development
- IDI
- KTR Capital
- Tejon Ranch Company
- The Klabin Company
- Watson Land Company

*Let us help you build strong trusted-  
advisor client relationships and increase sales revenue!*



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