

## Executive Compensation Consulting Services for the Real Estate Industry

### The Environment

This industry is enjoying a prolonged run of expansion and growth; however, it is challenged by a white-hot labor market that is taxing many organizations' ability to attract and retain difference-making executives. Well-constructed executive compensation plans that attract, retain, and motivate real estate executives and reward them for performance—and loyalty—is an increasingly vital business and talent management strategy in this industry's hyper-competitive climate.

### Our Approach

Based on your unique market position and business strategy, we develop highly customized executive compensation programs and related human capital-focused consulting that will help drive your long-term business, leadership development, and talent management objectives. We work with public and private, commercial and residential real estate organizations across all platforms, including REITs/REOCs, services companies, investment managers, private equity firms, developers, owner/operators, and more.

### Our Services

#### Strategic Alignment

- Development of compensation philosophies that support complex, capital-intensive objectives
- Holistic short- and long-term incentive design
- Integration of incentive plans across business units
- Organizational and leadership talent assessment
- Succession planning

#### Sophisticated Analytics

- Peer group definition and competitive assessment
- Customized industry surveys
- Performance metric selection and goal-setting
- Pay and performance analysis
- Equity modeling

#### Compliance Confidence

- Assessment and management of compensation-related risks
- Understanding institutional shareholder and proxy advisor perspectives
- Shareholder communications
- CD&A and disclosure communication
- Governance best practices

**Tailored Solutions:** Our team helps you develop the right compensation philosophy, strategy, and plan design that will move your real estate organization closer to its long-term goals.



## The Supporting Data

Understanding the competition for talent requires data, which can then be translated into valuable, actionable insight. Our National Real Estate Compensation Survey covers more than 400 companies and provides a clear picture of the competitive landscape, with information on 155 key positions across all types of commercial and residential real estate companies, as well as detail on board compensation and executive management trends.

Pearl Meyer also manages surveys for two key real estate associations: the Building Owners and Managers (BOMA) Healthcare Real Estate Compensation Survey and the American Seniors Housing Association (ASHA) Industry Compensation Survey, which provide member companies with pay detail specific to their market segment.

## Our Commitment

With more than 100 collective years in the industry, our team has collaborated with over 400 real estate-focused clients, helping develop executive pay plans designed to drive value and achieve business and leadership goals.

## About Pearl Meyer

Pearl Meyer is the leading advisor to boards and senior management on the alignment of compensation with organizational and leadership strategies, making pay programs a powerful catalyst for value creation and competitive advantage. Our survey team provides organizations with accurate, on-point information supporting effective business decisions. Pearl Meyer's global clients stand at the forefront of their industries and range from emerging high-growth, not-for-profit, and private companies to the Fortune 500 and FTSE 350. The firm has offices in Atlanta, Boston, Charlotte, Chicago, Houston, London, Los Angeles, New York, Rochester, and San Jose.

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