



SUREURO Strategic Management

SUREURO Strategic Management will help you to get an idea of and to create awareness of what it takes to become a sustainable housing company and how you can do this:

- Introduction of strategic thinking of sustainability
- Experience and getting a first idea of the **PM10** (Portfolio Management in 10 Modules)
- Draft handbook on **Feasibility Analysis** and **Analytical Tool** for use by non-profit housing associations

In order to anticipate the flux in the market and to rent out the properties (the dwellings) as efficiently

as possible, it is necessary to look ahead. To look ahead, requires knowledge; knowledge about supply and demand; about trends and developments, and of course about financial possibilities.

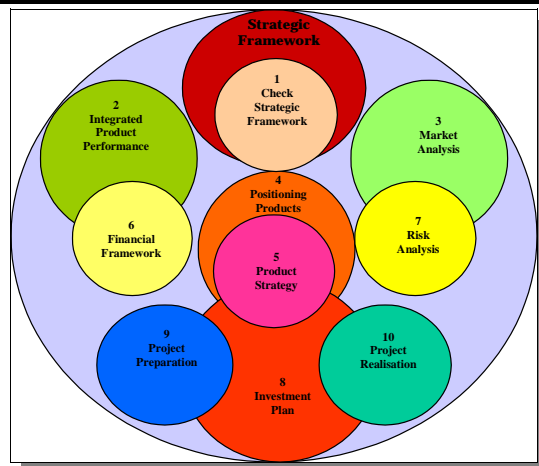
The manner in which all this knowledge can be gathered and used as effectively as possible in anticipating the market, is the basis of the "Portfolio Management in 10 modules", in short: PM10.

This method deconstructs the process of portfolio management in such a way that it provides workable modules and conveniently arranges renders the entire process.

The 10 modules are:

1. Check strategic framework
2. Integrated product Performance (IPP)
3. Market analysis
4. Positioning products
5. Product strategy
6. Financial framework
7. Risk analysis
8. Investment plan
9. Project preparation
10. Project realisation

PM10 is a method for strategically shaping your stock management.



The method PM10 aims for the optimal link between the housing product and the requirements of current and future customers by means of an effective and responsible deployment of limited (financial) resources.

This should lead to a healthy portfolio. In order to achieve this, ten modules were developed, allowing the corporation to chart the market, the housing stock and the requirements of the tenants. In order to anticipate the changes in the market and to rent out the properties (the dwellings) as efficiently as possible, there is the necessity to look ahead. This however requires knowledge; knowledge about supplies and demand; about trends and developments, and of course about financial possibilities.

The manner, in which all this knowledge can be gathered and used as effectively as possible in anticipating the market, is the basis of the **Portfolio Management in 10 modules**.

PM10 is a method for strategically shaping your stock management. Working strategically means working with an eye to the future.

The essence of a strategic working method is to determine a future goal. Only then will it be possible to fill in the ways in

which these objectives can be achieved. To achieve the objectives, different steps can be taken. If it is unclear why a certain step is taken, it is not useful to take this step. To find out which steps are required to achieve the objectives, the point of departure must also be known. It is critical to know what other factors such as demographic and environmental could influence achieving the objectives.

These steps must be small and measurable, so that the influence on the process of every step becomes visible.

PM10 is a yearly procedure, receptive to changes in the market. It gives us the opportunity to learn from experience in interacting modules.

For instance, module 6, the financial framework, supports the strategy, the strategy is partly based on means, set in the financial framework. Module 7 is looking for opportunities to increase revenue and links this back to module 1. Different stages within module 7 link back to module 1 or other modules.

Typical users:

- Marketing and strategic policy staff
- Member of the management team (board), especially: CEO, Financial manager, Research & Development manager and Portfolio manager.
- Project managers