



CRESA CORE

Powered by CresaAI | Built on OpenAI

AI-powered technology for smarter real estate decisions.





Transforming real estate complexity into strategic advantage.



Cresa Core™ is an occupier-focused intelligence platform that brings strategy, site selection, lease administration, transaction management, project management, business intelligence, and portfolio optimization together in one connected ecosystem.

Powered by CresaAI, Core transforms fragmented portfolio, market, labor, and financial data into meaningful intelligence that helps organizations evaluate options, model scenarios, and make decisions with greater confidence.

Unlike traditional software solutions, Core is continuously refined by experienced real estate professionals who use it every day to solve real-world challenges. The result is a flexible platform that adapts to each organization's unique needs while supporting smarter planning, stronger execution, and better business outcomes.

More than a technology solution, Core is a decision-support platform designed to help occupiers navigate complexity, uncover opportunity, and act with confidence.

KEY BENEFITS

Core is continuously refined by experienced real estate teams who use it daily - integrating seamlessly with leading ERP, IWMS and accounting systems that reflect real-world outcomes. Your data remains secure, governed, and protected at every step.

One Source Of Truth

A unified view of portfolio, transactions, projects, and market context—so decisions are made from consistent, current information.

Faster, Better Decisions

Rapid scenario modeling and AI-assisted insight to move from questions to action quickly.

Stronger Financial Outcomes

Better negotiation leverage, tighter execution, and ongoing portfolio optimization to capture value.

Aligned Strategy & Execution

Connect enterprise priorities with local market nuance so teams stay coordinated across regions.

Security & Governance You Trust

Enterprise-grade controls that protect client data and keep it governed end-to-end.

Six Integrated Modules. One Source of Truth.

Every real estate decision is connected. **That's why Cresa Core™ is built around six integrated modules that work together to provide a comprehensive view of the portfolio.** Organizations can implement a single solution to solve an immediate business challenge or leverage the full platform to support enterprise-wide real estate strategy.

Together, these modules create a connected experience that improves visibility, streamlines execution, and provides the intelligence needed to make informed decisions at every stage of the portfolio journey.

CORE Transaction Management

Greater visibility, faster execution, and stronger control over transaction outcomes

Full-lifecycle tracking & financial modeling

- Auto-kick transactions from lease-critical dates
- AI market briefs with recent transactions & rates
- Milestone tracking with email notifications
- Portfolio impact – SF & rent changes
- Client-tailored needs assessment forms

CORE Project Management

Projects stay on schedule, within budget, and aligned with business priorities

Budget, task & capital planning tools

- Configurable templates for repeatable processes
- PO & invoice roll-ups for budget control
- Cash flow forecasting with distribution curves
- Program-level funding allocation across projects
- Mass update tools for large portfolios

CORE Lease Administration & Lease Accounting

Improved accuracy, AI efficiency and confidence in financial reporting

Compliance, payments & audit-ready controls

- AI lease abstraction – up to 80% efficacy gain
- Critical date alerts via automated email
- Journal entries with catch-up & reversals
- ASC 842 / IFRS 16 & GASB 87/96 compliance
- Impairment, remeasurement & modification calcs

CORE Business Intelligence

Anticipate issues, identify opportunities, and make proactive decisions

Dashboards, KPIs & geospatial analytics

- Custom dashboards aligned to strategic goals
- Data aggregation from multiple systems via APIs
- Interactive mapping – color-by, size-by, drive-time
- KPI alerts & trend tracking on any data point
- Rent forecasting and M&A analysis

CORE Site Selection

Choose locations with greater confidence and clear, measurable criteria

Location scoring & comparison tools

- Configurable ranking models with weighted criteria
- Demographics, labor, competitor & amenity overlays
- Drive-time & commute analysis across time bands
- Side-by-side site comparison dashboards
- Scenario planning – adjust weights & toggle layers

CORE Labor Analytics

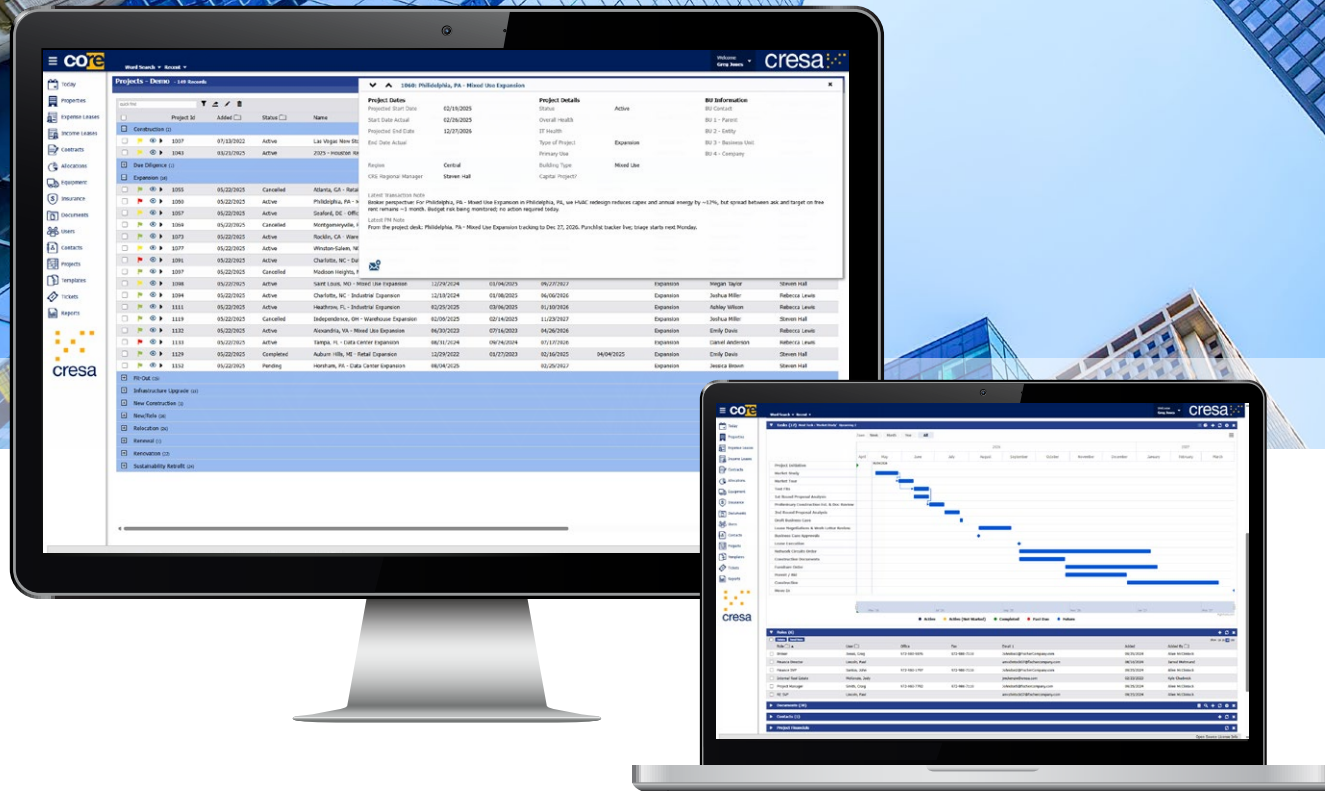
Align real estate decisions with workforce strategy and long-term growth

200M+ data points for workforce intel

- Street-level demographic & workforce profiling
- Wage levels & predicted comparison changes
- Employee commute, transit & population proximity
- Housing, education & quality-of-life factors
- AI summaries – strengths, risks & implications

CORE Transaction Management

Greater visibility, faster execution, and stronger control **over transaction outcomes.**



Track projects & manage leases in the same system.

Cresa Core™ drives total efficiency and occupancy cost-savings across every market by tracking projects and managing leases in the same system.

Automation & Management

Kicks off a transaction automatically from a lease via critical dates.

Deliverable Tracking

Tracks all deliverables and milestones through task management with email notifications, predecessors, and original/planned/actual dates.

Automated Market Briefs

Generates an AI market brief including market rates, recent transactions, competitors, and relevant insights into the market/submarket.

Project Status Updates

Provides the latest updates, status, and priority levels for all current projects.

Portfolio Impact Reporting

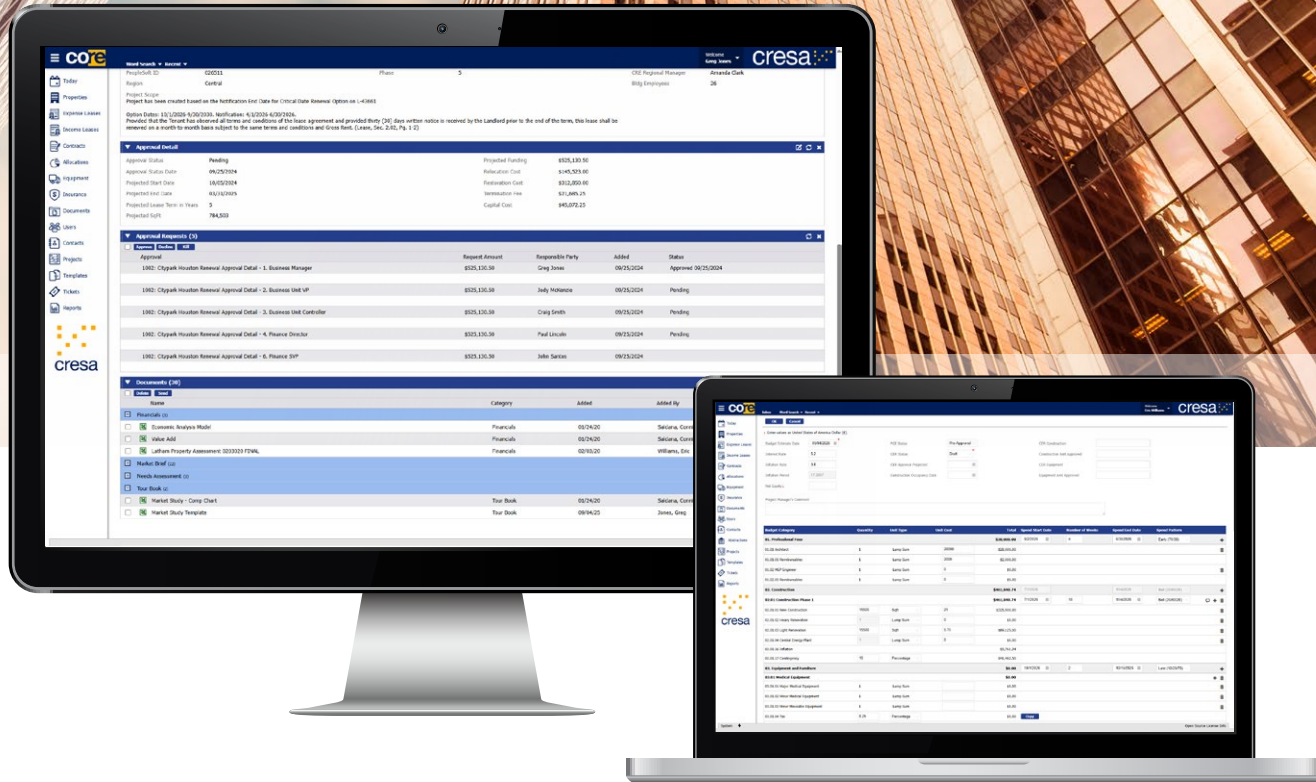
Compares changes between square footage and rent before, during, and after a transaction for portfolio impact reporting.

Client-Tailored Needs Assessment

Collects key data elements from internal departments and local market leaders through a client-tailored need assessment form.

CORE Project Management

Projects stay on schedule, within budget, and aligned with business priorities.



Streamline processes.

Cresa Core™ provides improved efficiency, comprehensive reporting, and access to critical information, as well as industry-leading templates and tracking mechanisms to streamline processes.

Create A Structured Approach

Leverages client configurable project templates to create a structured, repeatable approach to managing all projects, regardless of size or budget.

Organize Tasks & Milestones

Manages tasks by department and tracking critical milestones.

Stay On Budget

Creates large programs/initiatives that contain approved funding to keep on budget.

Gain Approvals

Generates tailored project budgets for funding approval.

Track Efficiency

Controls budgets through PO and invoice roll-ups to help identify areas of expense leakage and resource inefficiency.

Stay On Task

Tracks contracts, change orders, and supplemental requests with user-friendly reports and e-mail reminders.

Save Time & Know What's In Store

Generates savings, reducing project team workload and total turnaround time through advanced reporting. Plans project spend over time using cash flow forecasting tools.

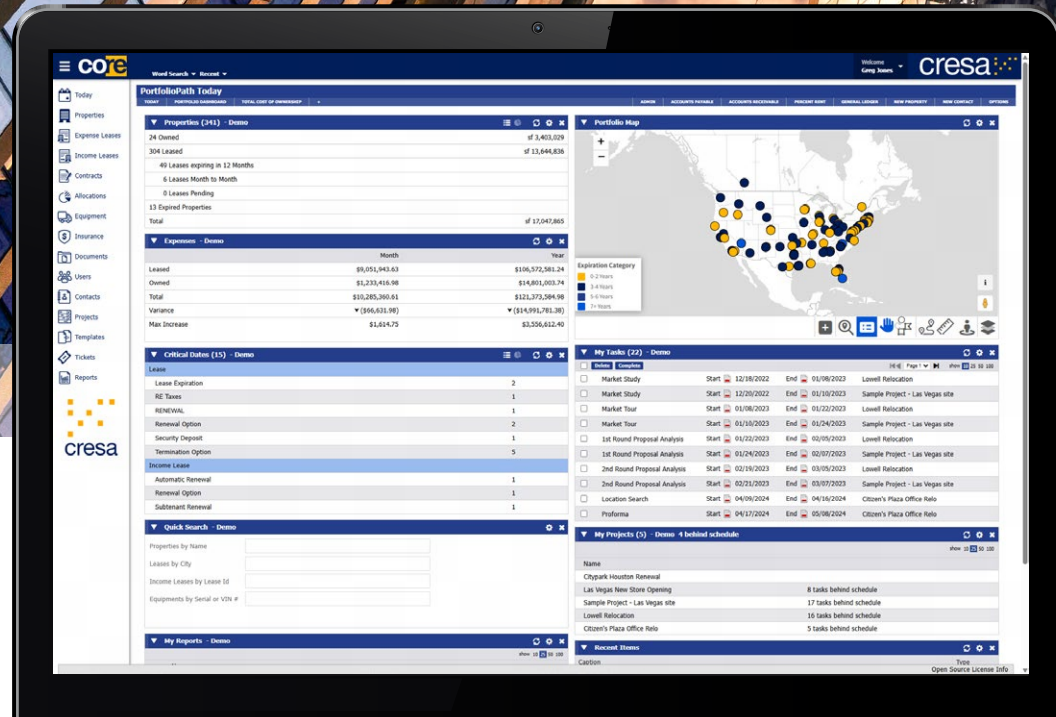
Manage Large Portfolios With Ease

Streamlines large portfolios using mass update tools for projects and task management.

CORE

Lease Administration & Lease Accounting

Improved accuracy, AI efficiency & confidence in financial reporting.



Increase efficiency and report with confidence.

Financial Solutions

Comprehensive financial solutions for rent payments, operating expense management, escalation and CAM charges, and expense reconciliation.

Lease Abstraction Tools

Best-in-class AI lease abstraction tool that improves efficiency by up to 80%.

Critical Date Management

Critical date management to automatically notify designated individuals of upcoming deadlines.

Ad Hoc Reporting

Powerful ad hoc reporting with the ability to create user-defined reports and access an extensive library of existing reports that are fully customizable.

E-Mail Integration

Integrates with email to track historical correspondence for auditing purposes.

AI Tool Integration

AI tools developed directly into the application to query leases and full portfolio.

CORE Business Intelligence

Anticipate issues, identify opportunities, and **make proactive decisions.**



Turn insights into opportunities.

Cresa Core™ provides actionable insights and empowers in-depth analysis, collaboration, scenario planning, and reporting on any element of a portfolio with greater transparency.

Targeted Dashboards

Creates dashboards uniquely targeted to a portfolio's strategic goals.

Improve Efficiency

Reduces work and improves accuracy by aggregating data from multiple systems into a single interactive platform through integrations, APIs, and Excel import tools.

KPI Tracking

Tracks Key Performance Indicators (KPIs) around any data point to spot trends and measure against goals.

Improved Presentations

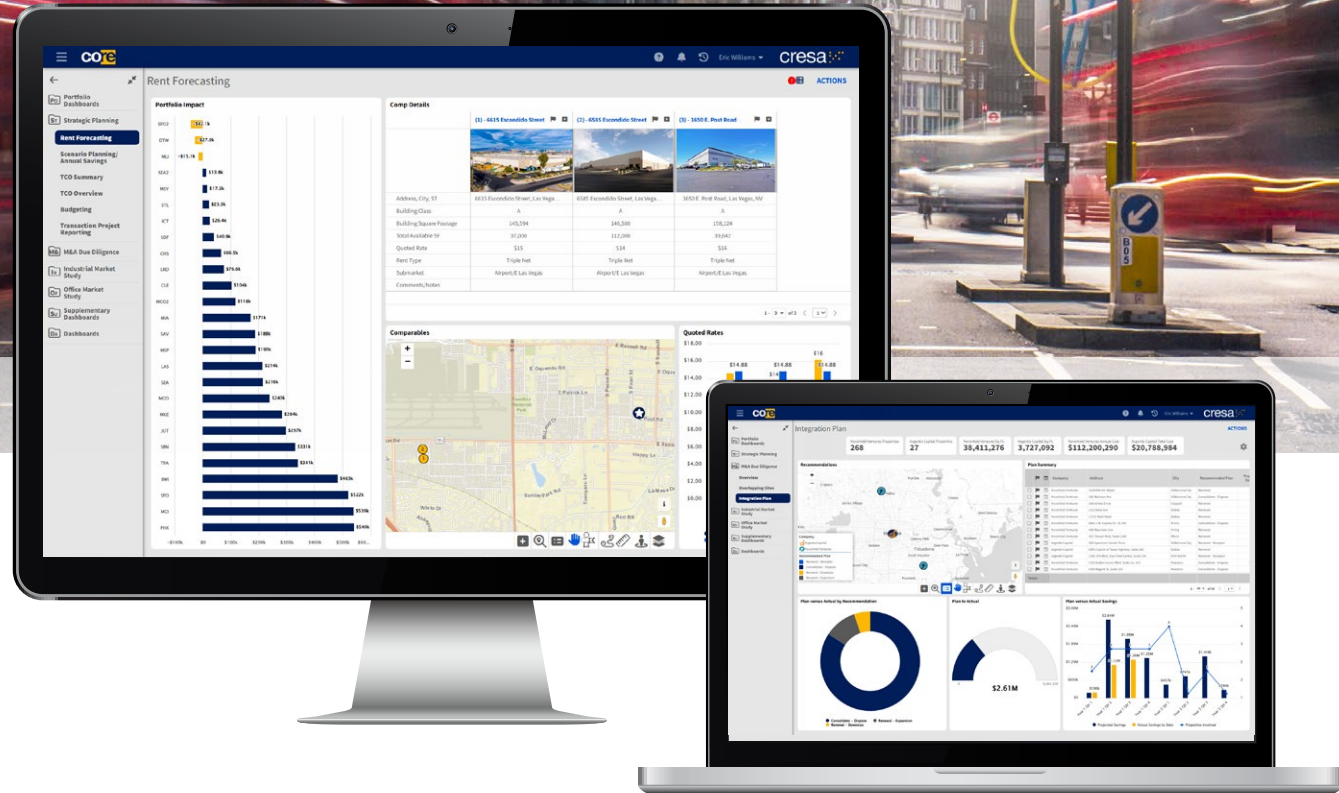
Builds interactive presentations for market studies with live maps and profiles.

Geospatial Reporting

Uses interactive mapping for geospatial portfolio reporting.

CORE Site Selection

Choose locations with greater confidence and clear, measurable criteria.



Simplified data-driven site selection for occupiers.

By combining market survey data, demographic insights geospatial analytics, commute analysis, and configurable scoring models into one interactive platform, teams can move beyond static reports and make location decisions based on clear, measurable criteria.

Interactive Mapping

Overlays multiple interactive map layers, including demographics, labor availability, customer locations, competitor presence, transportation networks, amenities, zoning, incentives, and other decision-driving datasets.

Ranking Models

Compares shortlisted sites through configurable ranking models that weight criteria.

Drive Time & Commute Analysis

Runs drive time and commute analysis to evaluate accessibility for employees, customers, vendors, and key business locations across multiple time bands.

Comparison Dashboards

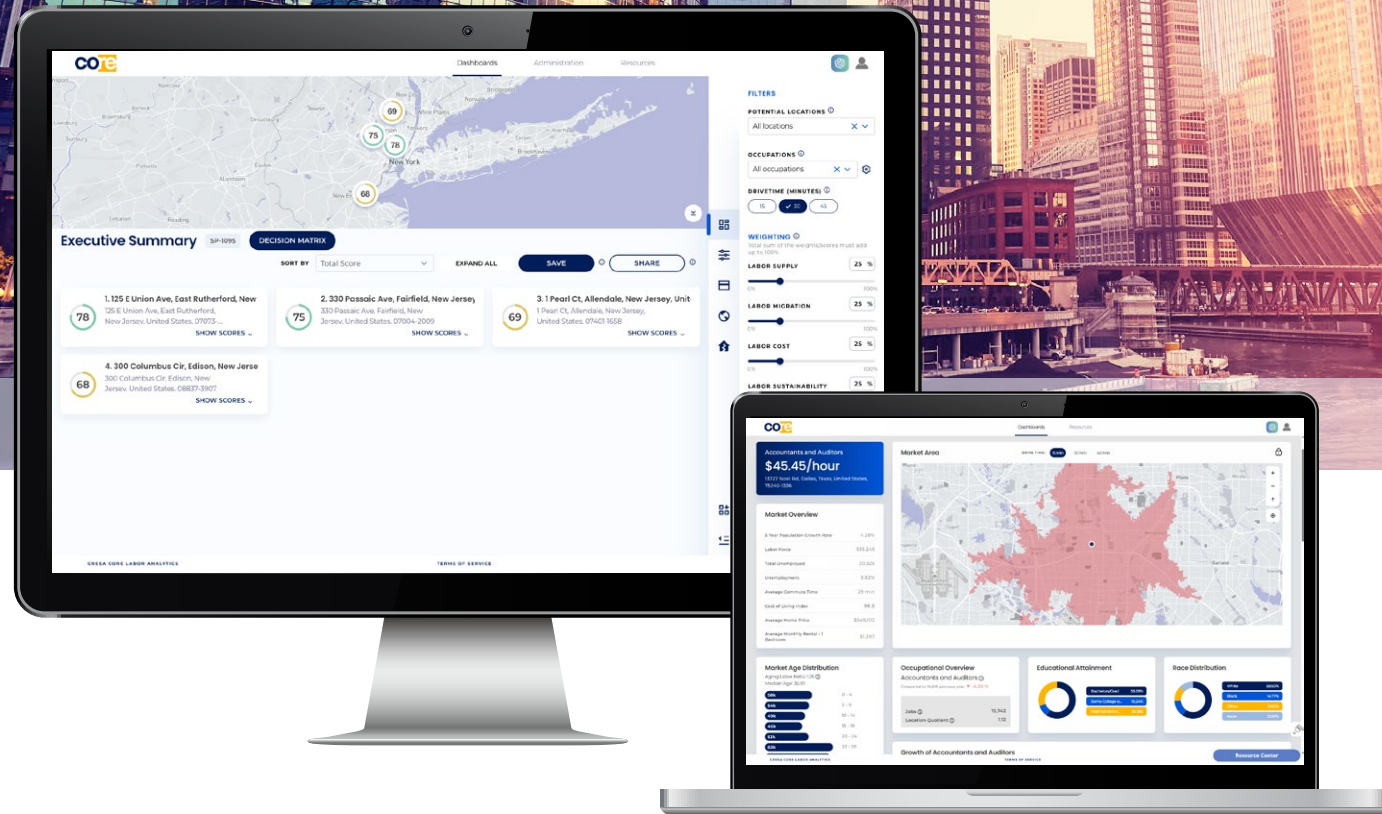
Creates side-by-side site comparison dashboards that summarize strengths, risks, costs, and tradeoffs for each location under consideration.

Scenario Planning

Supports scenario planning by adjusting ranking weights, toggling map layers, and testing different business priorities to see how recommended sites change.

CORE Labor Analytics

Align real estate decisions with workforce strategy and long-term growth.



Know the market.

Cresa Core™ unlocks the power of people and place with real-time labor intelligence, demographic insights, and location analysis across more than 200 million data points. Evaluate any U.S. market down to the street level to understand workforce availability, wage trends, commute patterns, salary impact, amenity access, and future labor market growth. Compare locations quickly with clear visual analysis and AI-generated insights that show where a site can best support people and business objectives.

Analyze Area Talent

Analyzes labor availability, talent concentrations, employment trends, and hiring competitiveness.

Gain Demographic Knowledge

Evaluates wage levels, salary cost impacts, and predicted compensation changes by location.

Drive-Time & Commute Analysis

Compares employee commute patterns, drive times, transit access, and proximity to key population centers.

Gain Insights Into The Community

Assesses surrounding amenities, housing access, education levels, and quality-of-life factors that influence workforce attraction and retention.

Forecast The Future

Forecasts future workforce growth and understand how local labor market conditions may change over time.

Better Decisions. Better Outcomes.

Cresa Core™ helps organizations transform complexity into clarity, connecting intelligence, expertise, and execution to create stronger real estate outcomes across every stage of the portfolio lifecycle.

THE CRESA DIFFERENCE A True Leader in CRE Solutions

For nearly four decades, Cresa has been redefining what occupiers should expect from their real estate partners. As the world's leading occupier-focused commercial real estate firm, we've built our reputation by putting client interests first, looking beyond transactions to create strategies that support broader business objectives.

Cresa Core extends that same occupier-first philosophy into a powerful intelligence platform. Combining real estate expertise, advanced analytics, and enterprise-grade AI, Core helps organizations move from information to action faster while maintaining alignment between strategy and execution.

Built by real estate professionals and continuously refined through real-world portfolio, transaction, and project experience, Core reflects how occupiers actually make decisions—not how software companies think they should.

WHAT SETS US APART

- Cresa handles all implementations, with no third-party outsourcing
- 100% proprietary software, made for real estate professionals by real estate professionals
- End-to-end portfolio lifecycle management
- Highly configurable
- Intuitive & easy to use
- Powerful, role-based security model allows multiple departments to manage separate responsibilities within the same solution
- Speed to implementation



TO LEARN MORE
ABOUT CRESA CORE
& REQUEST A DEMO

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