

# interdisziplinär

ROBERT C.

**SPIES**

WIRKLICHMACHER

# **Our Philosophy – Your Added Value.**

ESTABLISHING CONNECTIONS, INITIATING DEVELOPMENTS, REALISING PROJECTS – A HIGHLY COMPLEX TASK. WE BRING EXPERTS AND DECISION-MAKERS WHO ARE GUARANTORS OF SUCCESS TOGETHER.

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# preface.



We bring experts from a wide range of disciplines together and coordinate their processes. We at Robert C. Spies Projects & Development see ourselves as an intermediary who combine individual strengths to form an integrated whole.

Our standard: A holistic approach that benefits everyone. All our activities are geared towards generating social, ecological, aesthetic and economic added value.

We are convinced that this is what sustainability means, in all its aspects. We not only think in opportunities, we are in fact planning for the future. This is our responsibility vis-à-vis our clients, cities, and municipalities, but most importantly, vis-à-vis the generations to come.

Our way of thinking and our actions are characterised by high standards in terms of quality and added value. We are innovative and forward-thinking for you, always keeping an eye on the bigger picture - cultural, ethical, and creative - in real estate and urban development.

Interdisciplinary. Intermediary. We combine technical and social skills to achieve the best possible result.

**Andreas Fuchs, Managing Director  
Projects & Development**

**"Our response to complexity is an interdisciplinary approach."**

# mission.

## CREATIVITY

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With our creativity, interdisciplinary competence, and market know-how, we have a notable effect on the project development of marketable real estate that is attractive for investors.

## NETWORK

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Our network, our market presence, and our service competences in regional, national and international contexts enable us to master highly complex tasks.

## PROFESSIONALISM

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Thanks to our high level of management expertise, we achieve the process optimum both in terms of profitability and the professionalism of our results.

## WIRKLICHMACHER

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Robert C. Spies Projects & Developments is an implementer of property developments, projects, and refurbishments.

# added - value.

## Visionary in 4 dimensions.

DEVELOPMENT CONCERNS ALL OF SOCIETY. THEREFORE, WE PURSUE A HOLISTIC VISION.

### HOLISTIC

In a complex market, the occasional good idea does not have a significant impact. Therefore, we provide comprehensive advice: We consider the relevant parameters and the way they interact, and we draw consistent conclusions in order to achieve the best possible result.

### INTERDISCIPLINARY

Complicated tasks necessitate specialisation. Complex tasks necessitate numerous specialists. We combine individual competences to establish professional and efficient processes.

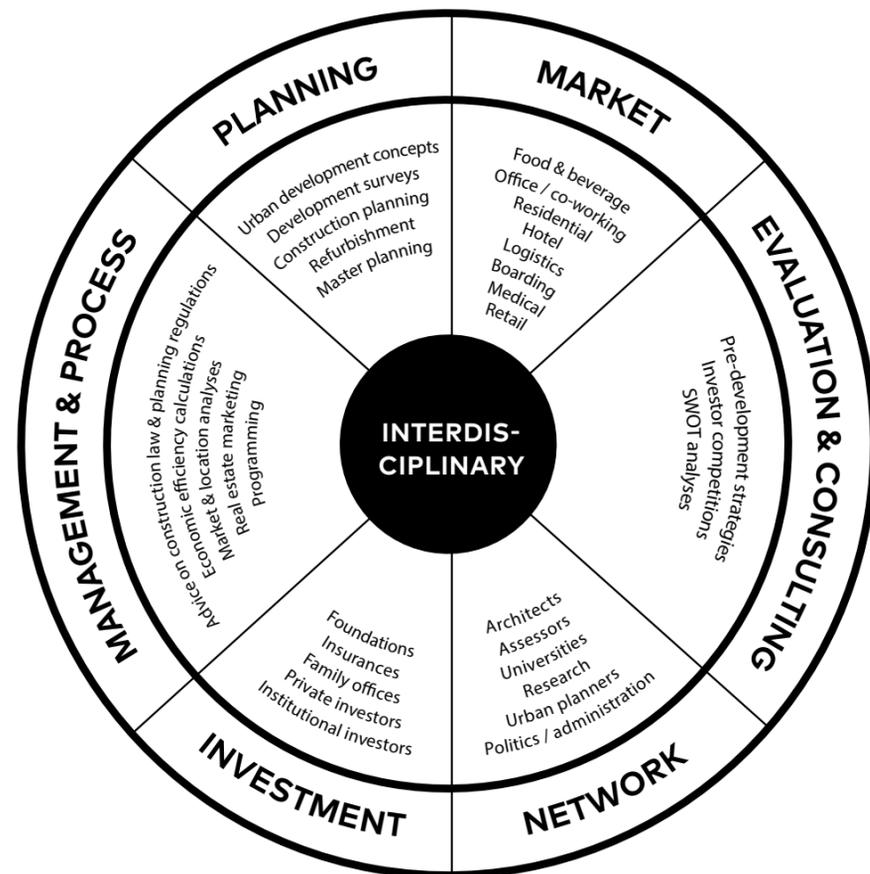
### FORWARD-THINKING

For our clients, we always think one step ahead, and we prepare projections regarding true opportunities. We promptly react to trends and future issues because we anticipate developments – in order to provide sustainable advice.

### SUCCESS AND ADDED VALUE

We measure sustainability by the close bond between the players who are decisive for the success of real estate projects and real estate investments. We help all of them achieve their individual goals.

## Interdisciplinary: Our unique selling proposition



**We pool essential disciplines and skills to ensure success.**

# character.

### HIGHEST LEVEL OF TECHNICAL KNOW-HOW IN DEVELOPMENT & PLANNING

Urban regions today are changing more quickly than ever – and with them, the circumstances that trigger developments change. In this situation, we offer: Commitment.

Our expertise encompasses the entire development process. This way, we offer our clients opportunities to step in exactly where they can achieve the greatest possible effect.

### EXPERT FOR THE ENTRY IN NEW MARKETS

More than consultants: Ideally, Robert C. Spies assists their clients through their entire life. They decide on the direction. We provide the impulses.

We recognise investment and development potentials besides the known markets, evaluate opportunities, find possibilities for action, and open up strategic points of access to promising fields.

**RIGHT ON TARGET: DEVELOP IDEAS. EVALUATE OPPORTUNITIES. DETERMINE THE RIGHT WAY.**

### HAND IN HAND WITH OUR COLLEAGUES IN SALES

At Robert C. Spies, we offer our clients the know-how of the entire consulting company.

### TRENDS AND TOPICS FROM THE CORPORATE THINK TANK

Our Corporate Think Tank is a guarantor of sustainable real estate products and provides a perfect basis for viable decisions.

# team.

MORE THAN A STANCE:  
AUTHENTIC, RELIABLE, PROFESSIONAL.  
FOR COLLECTIVE ACHIEVEMENTS.

LEFT TO RIGHT:

Christiane Stehnke, Barnim Lemcke,  
Andrés Giraldo Springstübe, Andreas Fuchs,  
Theresa Fastenau, Marcel Skalecki



market.

## We recognise the local potentials

THE PREREQUISITE FOR SUCCESSFUL DEVELOPMENT PROJECTS IS A VALID MARKET AND SITE ANALYSIS. BASED ON AN EXTENSIVE DATA BASE, OUR RESEARCH TEAM PREPARES THE PROJECT DEVELOPMENT OR ASSISTS WITH ACQUISITION PROCESSES BY PROVIDING WELL-FOUNDED INSIGHTS INTO THE RESPECTIVE MARKETS.



### MARKET ANALYSIS

- 01// Research & evaluation
- 02// Reporting
- 03// Advice on real estate industry & socio-economic issues



### SITE ANALYSIS

- 01// Topography & environment
- 02// Location & infrastructure
- 03// Construction law & planning regulations, etc.



### SWOT ANALYSIS

- 01// With reference to location & property
- 02// Evaluation of strengths/weaknesses
- 03// Evaluation of opportunities/threats



### TARGET GROUP ANALYSIS

- 01// Site-specific
- 02// Quantitative & qualitative processes
- 03// Basis for product definition, positioning & branding



## Keen instinct for actual needs

TAILOR-MADE BECAUSE WE TAKE EVERY ASPECT INTO ACCOUNT: THE TARGET GROUPS, THE LOCATION, THE COMPETITORS. WE MAP OUT THE CONCEPTUAL DESIGN, PROGRAMMING AND DESIGN GUIDELINE FOR PROPERTIES RIGHT HERE IN-HOUSE, AND WE PLACE PROPERTIES ON THE MARKET USING INNOVATIVE MARKETING CONCEPTS.



### PRODUCT DEFINITION

- 01// Target group-specific/site-specific development
- 02// Function definition
- 03// Image concept



### PROGRAMMING

- 01// Development of differentiated concepts of use
- 02// Marketable/saleable
- 03// All asset classes



### STORYBOOK & BRANDING

- 01// Conceptual design/ implementation of storybooks
- 02// Advice on real estate branding
- 03// External brokerage
- 04// Branding experts



product.



## Our expertise provides direction

FROM DEADLINES TO BUDGETS TO THE REALISATION: WE DEFINE THE PARAMETERS FOR THE SUCCESS OF YOUR PROJECT AND IDENTIFY MILESTONES THAT ARE DECISIVE FOR YOUR SUCCESS. AND WE PUT YOU IN CONTACT WITH PARTNERS AND SERVICE PROVIDERS WHO WILL MAKE YOUR SUCCESS THEIR PRIORITY.

## Integrated development from A to Z

DEVELOPMENT PROJECTS ARE INTERDISCIPLINARY TEAM EFFORTS OF NUMEROUS SPECIALISTS FROM A WIDE VARIETY OF FIELDS. THIS DIVERSITY IS WHAT ACCOUNTS FOR THE COMPLEXITY OF THE PROCESSES. WE CREATE STRATEGIES FOR SUCCESSFUL PROJECT DEVELOPMENTS, AND WE KEEP TRACK OF EVERYTHING.



### PRE-DEVELOPMENT

- 01// Strategy & advice
- 02// Intermediary between decision-makers



### COMPETITIONS

- 01// Structuring of the process (architecture/investors)
- 02// Procurement, process support, moderation
- 03// Investor representative in jury branding experts



### CONSTRUCTION PLANNING LAW

- 01// Structuring/assistance
- 02// Procurement of engineers, assessors, general planners, legal experts
- 03// Assistance with permit procedures
- 04// Coordination with permit authorities



### MARKETING

- 01// Strategy development
- 02// Product placement
- 03// Access to external network (agencies, designers, photographers, copywriters, etc.)



### BUSINESS CONCEPTS

- 01// For companies and private investors
- 02// Consideration of social, tax and economic parameters
- 03// Access to a network of experts
- 04// Clear decision-making basis



### ADVICE TO MUNICIPALITIES/INVESTORS

- 01// With urban development projects
- 02// Focus on an integrated approach in terms of the real estate industry
- 03// Conversion/transformation of existing buildings
- 04// Refurbishment



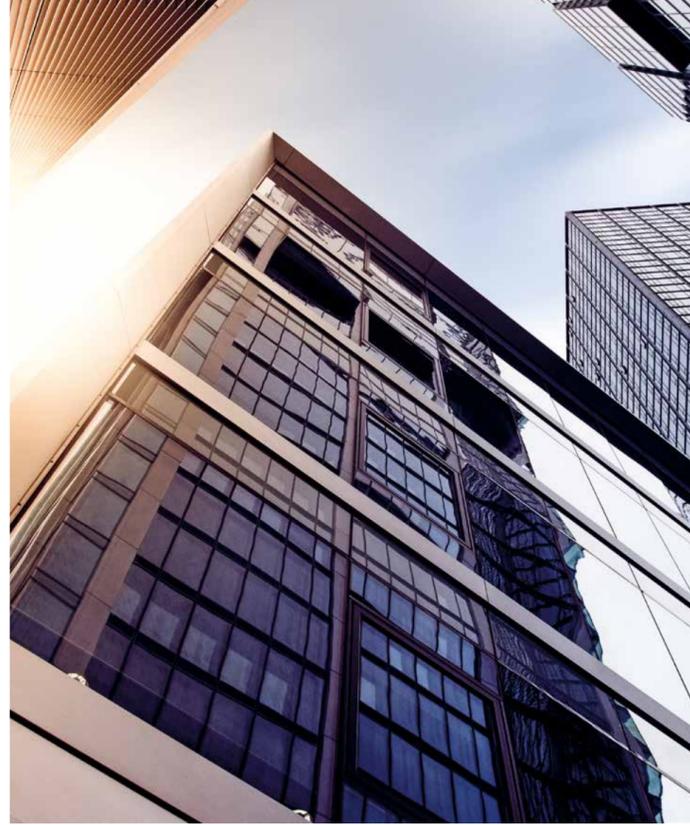
### SCHEDULING AND BUDGETING

- 01// Master planning
- 02// Urban development
- 03// Construction planning procedure
- 04// Competition procedure
- 05// Project development/projects

process.

management.

# assessment.



## Our know-how is convincing

COMPLEXITY MUST NOT BE COMPLICATED. THEREFORE, WE ALWAYS GIVE OUR CLIENTS CLEAR RECOMMENDATIONS FOR ACTION, NO MATTER THE SCALE THAT THEY ARE TALKING ABOUT: WE DISCOVER POTENTIALS AND MAKE COSTS AND YIELDS TRANSPARENT.



### FEASIBILITY STUDIES

- 01// Socio-economic framework (location/market)
- 02// Construction law and planning regulations
- 03// Real estate industry costing
- 04// Recommendation for action



# planning.

## Foresight opens up new perspectives

FOR OUR CLIENTS, WE ALWAYS THINK ONE STEP AHEAD. WE FACE URBAN DEVELOPMENT AND ARCHITECTURAL CHALLENGES WITH THE EXPERTISE OF OUR INTERDISCIPLINARY TEAM. IN ADDITION, WE HAVE FORWARD-LOOKING REFURBISHMENT AND REVITALISATION SOLUTIONS AT THE READY, FOR A NEW DYNAMISM IN THE VALUE CHAIN.



### MASTER PLANNING

- 01// Integrated urban planning
- 02// Integrated concepts
- 03// Ground-breaking solutions



### DEVELOPMENT SURVEYS & CONCEPTUAL PLANNING

- 01// For investor competitions
- 02// New construction projects
- 03// Existing properties and buildings



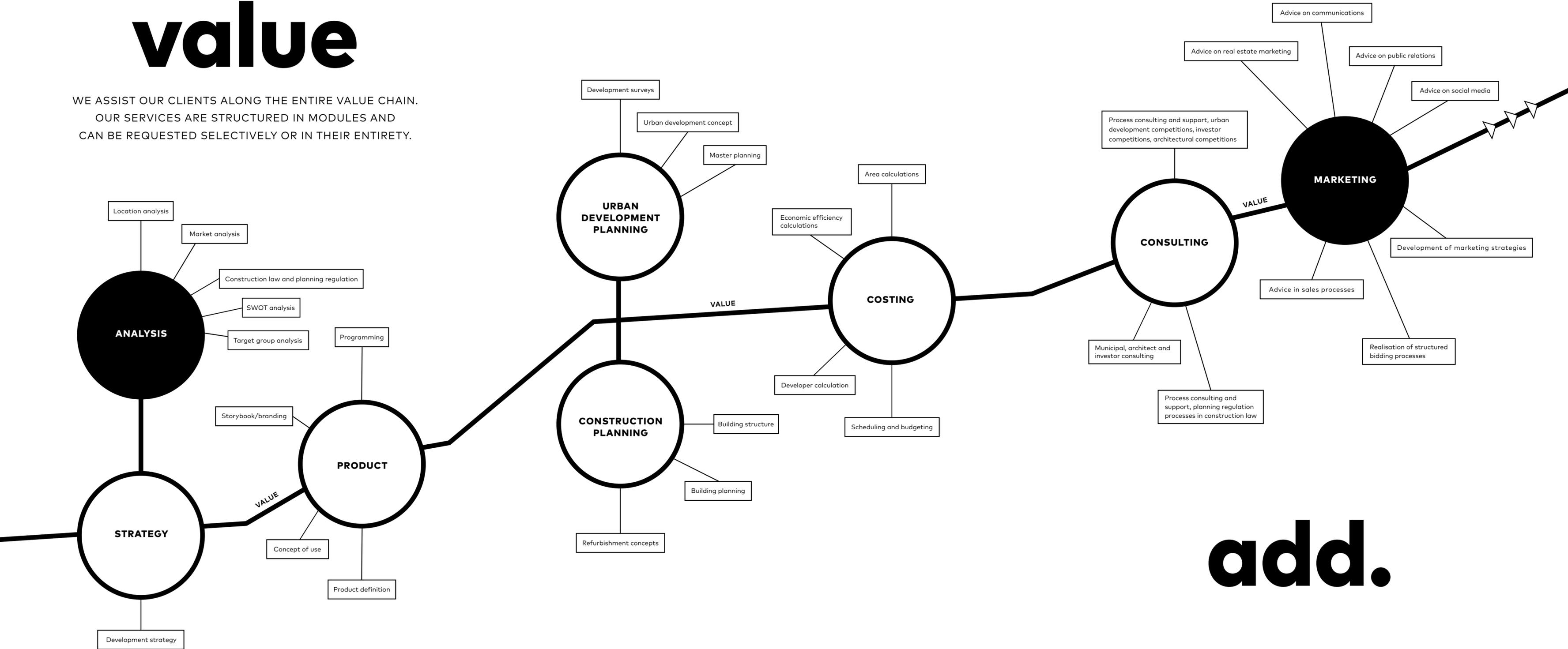
### REFURBISHMENT

- 01// Concepts for continued use
- 02// Expansion concepts

# First, we shape our environment. Then, our environment shapes our life.

# value

WE ASSIST OUR CLIENTS ALONG THE ENTIRE VALUE CHAIN. OUR SERVICES ARE STRUCTURED IN MODULES AND CAN BE REQUESTED SELECTIVELY OR IN THEIR ENTIRETY.



# add.

**Professional,  
specific and  
synchronised  
services provide  
the highest  
possible level  
of process  
efficiency,  
transparency  
and success.**



# contact.

**HB**

Domshof 21  
28195 Bremen  
info@robertcspies.de  
+49 (0) 421 17393-0

Reeder-Bischoff-Straße 52  
28757 Bremen  
info@robertcspies.de  
+49 (0) 421 636978-0

**HH**

Caffamacherreihe 8  
20355 Hamburg  
info@robertcspies.de  
+49 (0) 40 3250919-92

**OL**

Haarenstraße 16  
26122 Oldenburg  
info@robertcspies.de  
+49 (0) 441 972395-0

ROBERT C.  
**SPIES**

[ROBERTCSPIES.DE](http://ROBERTCSPIES.DE)