



For most business leaders, real estate is viewed as just another cost of doing business. In our experience over the last 12 years, we have seen this mindset dominate, over and over again. Leaders view the places their teams work and the properties they operate out of as little more than a requirement to be in business.

While there's nothing damaging about this approach, it is probably one of the most consistently missed opportunities in business and in real estate.

We want to end that.

We believe real estate should be viewed as a business opportunity, not a business expense.

If executed correctly, real estate is a revenue generator for business, regardless of the business you are in. So why isn't this approach the strategy everyone employs?

A big reason is that brokerage services have become commoditized. Real estate, by its nature, is transactional. This reality has created a transactional mindset among many brokers, who do not view themselves as strategic partners of their clients. Nor do they see themselves in a position to help clients achieve their clients' own strategic goals.

We work differently.

Our approach is to understand how your business works, then how real estate could work for your business.

We want to work with leaders with businesses that have high real estate costs, multiple locations, and require multiple real estate asset types to conduct business. We want to work with innovative leaders – especially those going through a new executive leadership integration or expansion, a merger and acquisition, relocation or dissolution. We are seeking an exclusive relationship to serve a company's real estate interests and want to be known as their in-house real estate department and team member.

Helm is not for everyone. But we are the go-to choice where innovative thinking and complex projects converge.

If you know someone who is looking for a partner to create a winning corporate real estate strategy, I would be honored with the introduction.

Conley A. Covert
Founding Partner