

## Asset Management Strategies



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*(Eliane Bednar)*

## ASSET MANAGEMENT STRATEGIES



GRIN Verlag Aug 2007, 2007. Taschenbuch. Book Condition: Neu. 213x151x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2007 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, Nürtingen University (Real Estate Management), 41 entries in the bibliography, language: English, abstract: In our daily life, almost everybody owns a portfolio of assets. This portfolio could contain real assets such as a car, or a house as well as financial assets such as stocks, bonds or real estate. The German real estate market is influenced by the activity of the Anglo-Saxon investors and so the word asset management becomes more and more famous. This paper deals with the important real estate asset management strategies, such as life cycle costs, redevelopment, Markowitz-Theory and diversification and sale and lease-back. They will all be explained and especially the redevelopment supported by some practical examples. Also there is a small overview about what assets could be and how important real estate in this context is. Today the topic asset management and its strategies are very important, because it becomes in the course of the professionalizing of the real estate management a basic instrument. The process of finding the right strategies, like the methods according to McKinsey or the Boston Consulting Group won't be mentioned or explained. Otherwise it would extend the scope of this work. In the last part follows a short summary and a closing conclusion. 32 pp. Englisch.



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