



Finance Operations Research

Cherry Hill High School East

1750 Kresson Road

Cherry Hill, NJ 08003

Hannah Golden, Sophie Heidt, Madeline Paritsky

January 25, 2022

TABLE OF CONTENTS

I. EXECUTIVE SUMMARY	1
II. INTRODUCTION	
A. Description of the business or organization	3
B. Description of the target market	4
C. Overview of the business or organization's current employee experience	4
III. RESEARCH METHODS USED IN THE STUDY	
A. Description and rationale of research methodologies selected to conduct the research study	5
B. Process used to conduct the selected research methods	7
IV. FINDINGS AND CONCLUSIONS OF THE STUDY	
A. Findings of the research study	10
B. Conclusions based on the findings	8
V. PROPOSED STRATEGIC PLAN	
A. Objectives and rationale of the proposed strategic plan	13
B. Proposed activities and timelines	11
C. Proposed metrics or key performance indicators to measure plan effectiveness	15
VI. PROPOSED BUDGET	16
VII. BIBLIOGRAPHY	17

I. EXECUTIVE SUMMARY

Business

Wolf Commercial Real Estate (WCRE) was founded as a commercial real estate brokerage and advisory company by managing principal, Jason Wolf. The business operates in the South Jersey, Philadelphia, and Eastern Pennsylvania areas. WCRE works with clients in office, retail, medical, and industrial sectors, as well as investment properties. The company has an office in Marlton, New Jersey, and also offers a work-from-home option.

Purpose

WCRE has operated as a strong functioning business, yet due to the pandemic, different aspects of the company have become challenging to manage. We developed new initiatives for WCRE to adapt in order to maintain a smooth workflow. By implementing these various activities, the company can have a stronger employee experience, thereby making the team more connected and producing more revenue.



Research Conducted

We have conducted primary and secondary research to better understand the employee experience during COVID-19. Our primary research consisted of an interview with Jason Wolf, as well as a survey sent to the WCRE staff. These primary sources gave us insight into the inner workings of WCRE from two different perspectives: a view from the company's founder and another from the employees. We also conducted online research by finding relevant articles and websites. We used the WCRE website along with articles that catered to the employee experience, COVID-19 and commercial real estate. This provided us with detailed information to create our plan.

Findings	Conclusions
Personal and professional growth was stunted.	COVID-19 caused the stunt in growth.
Employee productivity improved after each bonding event.	Bonding activities bode well for the company.
WCRE relocated and created a new work environment.	a) Employees feel safer. b) The environment allows employees to collaborate well.
Employees have been given more freedom.	Flexible leadership is valued.

Objectives

- G**rowth: Prioritizing employee development to increase success and personal achievement
- O**penness: Connecting the WCRE team to promote an efficient work environment
- A**tmosphere: Ensuring the office is inviting to employees to foster comfort in the space
- L**eadership: Improving upon the flexibility of department heads to encourage the team

SWOT

Strengths

- Office space and environment
- Flexibility
- Culture
- Relationships

Weaknesses

- Growth opportunities
- Mental health

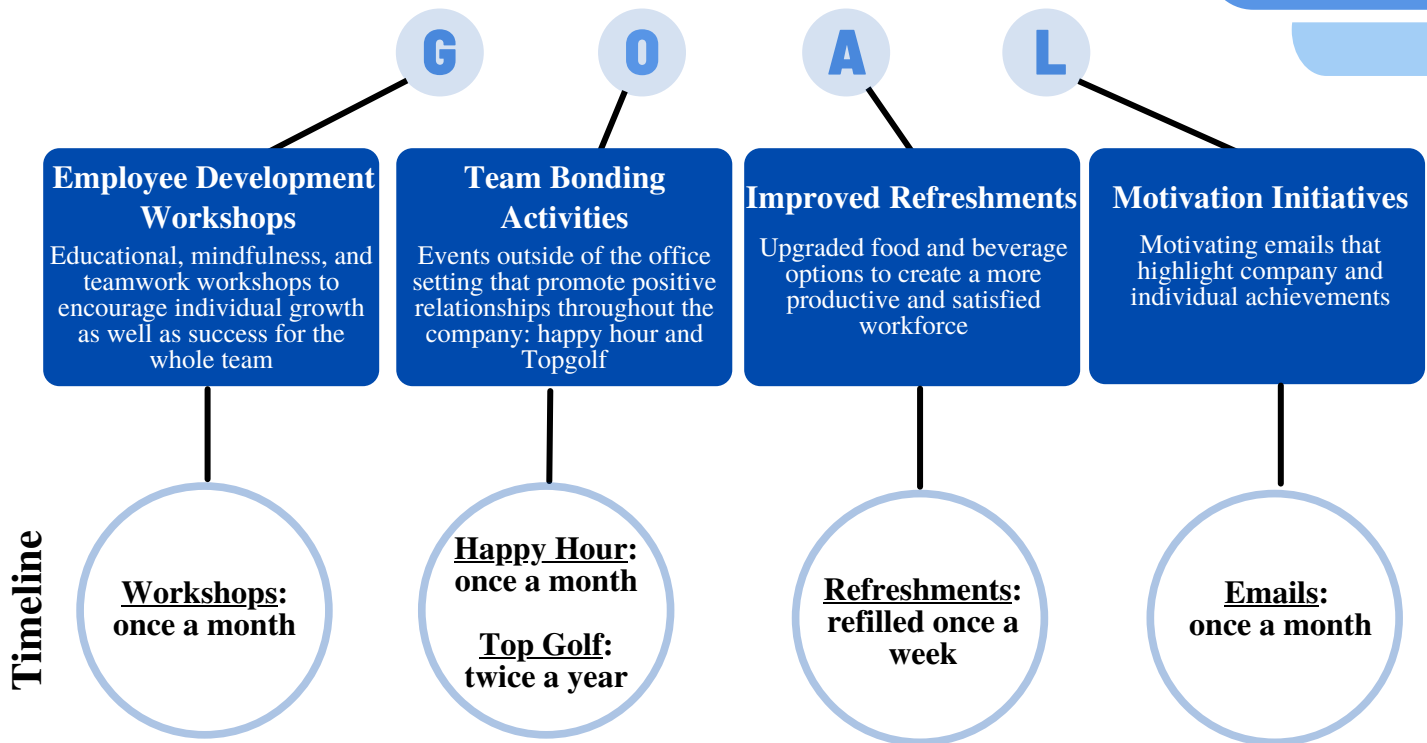
Opportunities

- New employees
- Personal and professional growth
- Good management

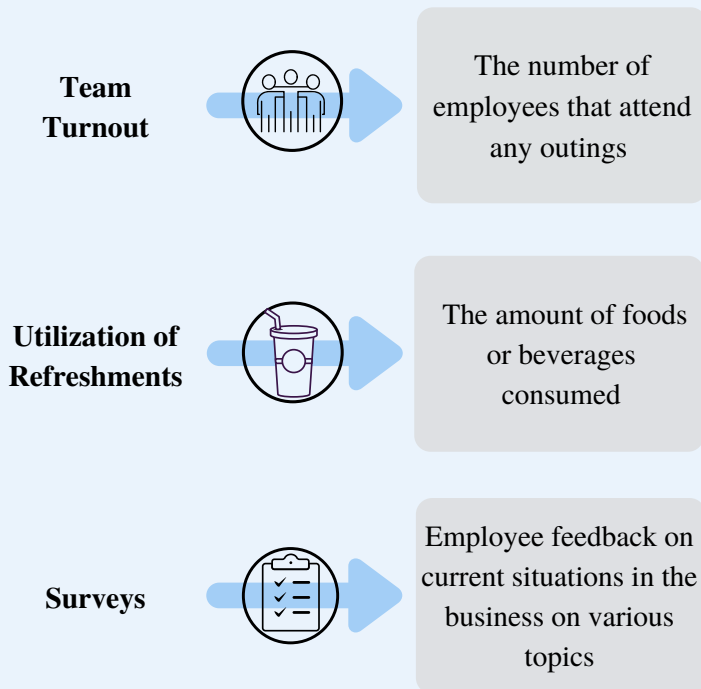
Threats

- COVID-19 escalation
 - Mental health struggles
 - Remote work
 - Challenges with coworkers

Proposed Activities



Key Metrics



Proposed Budget

Proposed Activity	Estimated Total Per Year
Employee Development Workshops	\$3,600
Happy Hour	\$9,792
Top Golf Outing	\$810
Snacks and Beverages	\$3,360
Water Filtration System	\$1,155*
Total for First Year	\$18,717

*only first-year payment

II. INTRODUCTION

A. Description of the Business or Organization

Wolf Commercial Real Estate (WCRE) is a full-service commercial real estate brokerage, with advisory and property services. The company's 26 employees provide real estate expertise in the Southern New Jersey, Philadelphia, and Eastern Pennsylvania. The company specializes in office, retail, medical, industrial, and investment properties.

Jason Wolf, the company's managing principal, founded Wolf Commercial Real Estate in early 2012. He first began working at one of the top national commercial real estate firms, where he worked hard to expand his knowledge of the industry. He used his understanding to create a successful commercial real estate firm, servicing a wide range of customers such as: landlords, tenants, investors, developers, banks, commercial loan services, and companies. The company was built on Wolf's vision and principles: Every client should be treated as the company's only client and should be their utmost priority. Wolf and his team have devoted their time to building successful relationships with each client and ensuring that they prioritize their customers' best interest. The company has been recognized as the "best of the best" in the industry over multiple years by CoStar Group, Inc., the most prominent commercial real estate information, analytics, and online marketplace provider. Also, WCRE received awards as the Top Brokerage Firm for their region. Today, they oversee more than 200 properties making up 4.8 million square feet.

Wolf Commercial Real Estate's primary objective is to become knowledgeable about the clients' goals, make those goals the center of concern, and incorporate them into a lasting partnership. Not only does WCRE want to assist clients in property transactions, but the company values their investment in the overall growth and success of the purchase. WCRE is also committed to bettering their community. WCRE donates a portion of proceeds to local charities demonstrates to help make the area the best it can be. In 2016, they formed the WCRE Foundation to direct their efforts, raising a total of over \$430,000 for charities such as the American Cancer Society, CARES Institute at Rowan University, the Jewish Federation of Southern New Jersey, Samaritan Healthcare & Hospice, I AM ALS, and Bancroft. Employees are encouraged to volunteer and support charities, while clients are given the option to decide where the portion of their transaction will be donated. Their Annual Celebrity Charity Golf Tournament has been a huge success in raising money and awareness for these charities.

Commercial real estate refers to property used for business-related purposes which is typically leased to tenants for the goal of managing an income. Commercial real estate can be anything from office space, storefronts, strip malls, restaurants or healthcare facilities. The four main categories of commercial real estate include retail, multi-family rentals, office space and industrial.

South Jersey and Southeastern Pennsylvania

