

SUBJECT: Business Case for a Master of Corporate Real Estate course (MCR)

Dear [Executive Sponsor Name],

I am requesting approval to attend the **Master of Corporate Real Estate (MCR) course, [Course Title]**, offered by CoreNet Global.

This course is part of the globally recognized **MCR designation**, designed for experienced corporate real estate (CRE) professionals. Each MCR course focuses on practical application of strategic, financial, and enterprise-level thinking to real-world CRE challenges.

Business Value

This course will strengthen my ability to:

- Apply structured frameworks and tools to real estate and workplace decision-making
- Better align CRE initiatives with enterprise objectives and business priorities
- Learn from peer practitioners and faculty with deep, real-world CRE experience

Key takeaways from this course are expected to include:

(Optional – tailor as appropriate, see appendix)

- [Specific takeaway or capability #1]
- [Specific takeaway or capability #2]
- [Specific takeaway or capability #3]

The course format emphasizes applied learning, discussion, and real-world scenarios rather than theory, ensuring immediate relevance to my role.

Organizational Impact

Following the course, I will:

- Apply key concepts and tools to active projects and priorities
- Share relevant insights and takeaways with colleagues
- Incorporate best practices into planning, analysis, and internal discussions

This course represents a focused professional development investment with clear and practical benefits to both my role and the organization.

Optional: Investment Overview

(Include or remove based on internal approval requirements)

The cost for this MCR course reflects the individual course registration rate. Program fees are region-specific and reflect company affiliation with CoreNet Global. Should I later choose to continue into the full MCR program, program-level registration includes a bundled rate reflecting a discount compared to registering for courses individually. I am happy to provide an estimated cost for this course if helpful.

Thank you for your consideration.

Sincerely,
[Your Name]
[Title]
[Organization]

Appendix: MCR Course Overviews & Key Takeaways*

**Subject to change*

Advanced Lease Analysis

Overview:

Build advanced skills to evaluate, structure, and negotiate lease agreements that align with business and financial objectives.

Key Takeaways:

- Apply advanced lease analysis techniques to assess risk, cost, and long-term impact
- Strengthen decision-making around complex lease structures and terms
- Improve alignment between lease strategy and broader portfolio objectives

Advanced Negotiations for Corporate Real Estate

Overview:

Strengthen negotiation skills specific to complex corporate real estate transactions and stakeholder environments.

Key Takeaways:

- Apply proven negotiation frameworks tailored to CRE scenarios
- Improve outcomes in high-stakes, multi-party negotiations
- Navigate power dynamics and trade-offs more effectively

Capstone: Leadership and Strategy

Overview:

The culminating MCR course focused on enterprise-level thinking, leadership capability, and strategic decision-making. *Prerequisites apply.*

Key Takeaways:

- Integrate financial, portfolio, and workplace insights into cohesive CRE strategy

- Strengthen executive-level decision-making and leadership presence
- Apply strategic frameworks to complex, real-world CRE challenges

Corporate Real Estate Finance

Overview:

Develop a strong financial foundation to evaluate real estate decisions and communicate effectively with finance leaders.

Key Takeaways:

- Understand core financial principles relevant to CRE decisions
- Evaluate investments using financial metrics and analysis
- Improve collaboration with finance and business stakeholders

Data-Driven Performance Improvement

Overview:

Demonstrate the value of CRE through performance measurement, analytics, and data-informed decision-making.

Key Takeaways:

- Identify and apply meaningful performance metrics for CRE
- Use data to demonstrate value and support strategic decisions
- Strengthen business cases through quantitative insight

Enterprise Alignment

Overview:

Align corporate real estate strategy with broader business goals, organizational priorities, and enterprise strategy.

Key Takeaways:

- Translate enterprise strategy into actionable CRE decisions
- Improve cross-functional alignment with HR, IT, and business leaders

- Strengthen CRE's role as a strategic business partner

Optimizing Service Delivery and Outsourcing

Overview:

Evaluate and manage service delivery models and outsourcing relationships to improve performance and value.

Key Takeaways:

- Assess service delivery and outsourcing strategies objectively
- Improve governance and partner performance management
- Align service models with organizational goals and risk tolerance

Portfolio Management

Overview:

Apply portfolio-level thinking to optimize real estate assets, performance, and long-term value.

Key Takeaways:

- Evaluate portfolio performance across cost, risk, and utilization
- Support strategic portfolio planning and decision-making
- Align real estate assets with changing business needs

Real Estate's Impact on Financial Statements

Overview:

Understand how real estate decisions affect financial statements and organizational reporting.

Key Takeaways:

- Interpret the impact of CRE decisions on balance sheets and income statements
- Communicate financial implications more clearly to stakeholders
- Support more informed, financially sound decision-making

Workplace Strategy Essentials

Overview:

Introduction to workplace strategy concepts and their role in supporting people, performance, and business outcomes.

Key Takeaways:

- Understand foundational workplace strategy principles
- Evaluate how workplace decisions affect employee experience and performance
- Support more intentional workplace planning

Workplace Strategy Methodologies (#2 of 3)

Overview:

Apply structured methodologies to analyze, design, and evaluate workplace strategies. *Prerequisites apply*

Key Takeaways:

- Use proven frameworks to assess workplace needs
- Translate data and insights into actionable strategy
- Support evidence-based workplace decision-making

Workplace Strategy in Practice (#3 of 3)

Overview:

Apply workplace strategy concepts through real-world scenarios and practical application. *Prerequisites apply*

Key Takeaways:

- Translate workplace strategy into implementation-ready actions
- Navigate real-world constraints and trade-offs
- Strengthen confidence in applying workplace strategy tools