

INTRODUCING

COVID-19 Business Impact Tracker (C-BIT)

Do you need to understand how COVID-19 is impacting on your customers' businesses and how this may impact yours?

During uncertain times, access to reliable and current data about your tenants will enable you to make informed decisions. The confidence this knowledge provides will allow you to navigate through this period of uncertainty with confidence and capitalise on the recovery.

To help provide you with the knowledge required for these times, Brickfields Consulting, in collaboration with Skyfii, has designed the COVID-19 Business Impact Tracker, which tracks the impact of COVID-19 on your tenants. The insights uncovered will add certainty during this period of immense change, allowing you to be in control of your decisions, reduce risk and seize future opportunities as they arise.

COVID-19 Business Impact Tracker (C-BIT) is quantitative research designed specifically for landlords, and will provide your organisation with benchmarked industry data. Delivered via electronic means, the monthly research is conducted with your tenants.

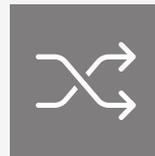
What information will it provide me?

- How your current tenants have adjusted their workplace behaviours with the emergence of COVID-19
- What direct impacts COVID-19 is having on your tenants' businesses and the financial capacity to meet their requirements
- How you can better support your tenants to help retain them long term
- How your tenant sentiment benchmarks against your competitors
- How to predict the rate of recovery, based on past improvement

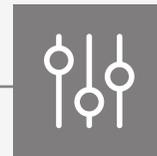
What this information will allow you to do

- Minimise risk from the downturn by identifying exposed tenants or assets
- Support key tenants through this time of significant change
- Take action informed by how your portfolio compares to others within the market
- Prepare for the market rebound by identifying how best to manage the transition back to recovery

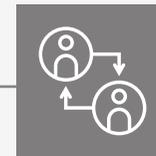
Value of this research



Anticipate
change



Tailor
responses



Support
relationships



Minimise
exposure



Capitalise
on recovery

Timing

As this situation is quickly evolving, round 1 of benchmarked research will commence 1 April. Pre-commitments required by 31 March.

Pricing

Monthly subscriptions start at \$9,900 per portfolio. Contact us to ask about tailoring a price to suit your needs.

Contact us for further information

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