

# Location Consulting Services

Bridgewater, New Jersey

Jacksonville, Florida

Dallas, Texas

**2017 Edition**



# WDG C

*Wadley Donovan Gutshaw Consulting*

# WDGC Profile

## Quick Facts

- Founded: 1975
- Staff Composition:
  - Three partners:
    - **Dennis Donovan**
    - **John Gutshaw**
    - **Katie Burdorf**
    - Each 30+ years' experience
    - Advise every client
  - Six consultants
  - Two research associates
  - One business manager
- Locations:
  - Bridgewater, NJ (Headquarters)
  - Jacksonville, FL
  - Dallas, TX
- Global Partnership Firms:
  - Buck Consultants
    - EMEA
    - Asia
  - WDG
    - North America
    - Latin America
- Primary Industries Served:
  - Fortune 1000
  - Increasingly more middle market
  - Office
  - Industrial
  - Distribution

## What Sets Us Apart

- Site selection is the firm's sole focus
- No political/financial stake ensures *complete* objectivity
- A global practice with our BCI partner
- Proprietary database for analysis as complex and precise as your business
  - All counties and metro areas
  - Exclusive insights on local labor pools for variety of skills
  - Custom geographies and indicators may be designed on a per project basis
- Extensive HR capabilities
  - Location screening
  - Field evaluation
- Nationally recognized firm
  - Reputation as an industry leader
  - Frequent authors, speakers
  - CoreNet Global
    - Design/teach curricula for site selection course
    - 2020 Role of Place Task Force
    - Workshops (e.g., "Around the World in 90 Minutes")
- Site Selection Guild founding member

## Pacing the Industry

- Insights regularly featured in magazines, newspapers, and trade journals
- Recent article topics:
  - Mfg. Site Selection
  - Plastics
  - Metal Fabrication
  - Food Processing
  - Aerospace
  - Call Centers
  - Headquarters Relocation
- Recent speaking engagements
  - Focused on site selection trends
  - Corporate presentations for groups including:
    - CoreNet
    - NAIOP
    - SIOR
    - Chambers of Commerce
    - State Mfg. Associations
  - Presentations on talent trends to Economic Development Organizations such as:
    - Kansas City, MO/KS
    - St. Louis, MO
    - New Haven, CT
    - State College, PA
    - Lincoln, NE
    - Tampa, FL
    - Modesto, CA
    - Albuquerque, NM

# Our Services

*Location Strategy*  
*Relocation Feasibility*  
*Location Selection*  
*Incentives*

Location and site selection are critical in determining a firm's performance in a new market. WDCG helps clients maximize their location choices by thorough evaluation of labor markets, operating cost, infrastructure, and other critical location variables. Our in-depth analysis probes beyond the obvious to include all operating issues that can influence the success of a project. Based on the premise that successful site selection anticipates future trends, our methodology identifies an optimal location that gives our clients a long-term competitive advantage.

## Location Strategy

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This phase involves a big-picture view of a firm's global geographic deployment. The goal is to align the enterprise-wide real estate portfolio to maximize achievement of a business' most critical strategic objectives. Our effort in strategy most often involves labor market assessment to help determine which sites to upsize, downsize, or hold constant.

## Relocation Feasibility

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This exercise results in a recommendation on 'whether' a company should pursue business relocation as a course of action. In effect, the outcome represents a 'go/no-go' decision. WDCG measures the impact of a potential move including employee retention/attrition, one-time cost, recurring cost savings/penalties, and other issues (e.g., national recruiting, access, quality-of-life).

## Location Selection

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WDCG advises companies on the best locations over the near and long term for the respective business operation. The process typically unfolds in three phases. In Phase One, project operating requirements/criteria are delineated. Phase Two involves desktop research (composed of WDCG's proprietary database and contact with economic development agencies) to ultimately target a shortlist (often three) of the most attractive locations. In the third phase, field-based due diligence evaluation is conducted to compare/rank shortlisted locations on cost, human resources, transportation, sites/buildings, utilities, and other factors. The best long-range location is then recommended.

## Incentives

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Incentives typically are an optional service, building upon the preliminary package secured in the location selection phase. Full set of services including firm commitments on statutory and discretionary incentives. WDCG works closely with a client's team, including real estate.

# The Process

## Location Selection

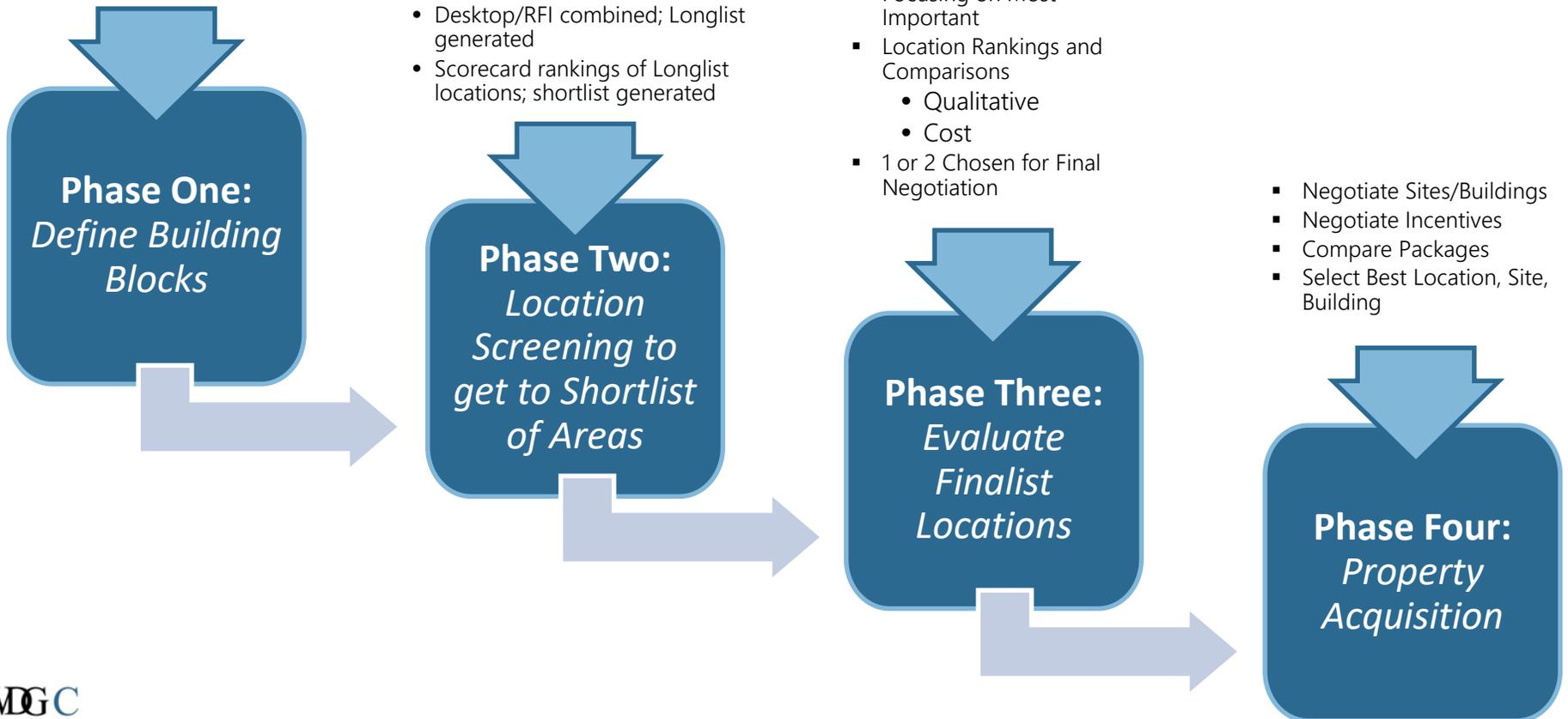
Corporate location can appear to be a daunting challenge for either the novice or experienced analyst. However, if a logical, systematic procedure is followed, the process becomes significantly more efficient. When such an approach is adopted the chances of finding a location that maximizes a firm's ability to realize critical objectives markedly increase. WDC functions as part of a seamless team for our clients. The team can include both internal and external players from various disciplines. WDC's role embraces optimizing locational solutions for the project in question. A time tested, structured process is followed to reach the final solution.

- Operating Requirements
- Controlling Assumptions
- Locational Criteria
- Geographic Search Region

- Three Stages:
  - Desktop (thresholds: pass or fail)
  - RFI to E.D. Agencies (e.g., competing employers and available sites)
  - Desktop/RFI combined; Longlist generated
  - Scorecard rankings of Longlist locations; shortlist generated

- First Hand Research (employer interviews)
- Numerous Factors, Focusing on Most Important
- Location Rankings and Comparisons
  - Qualitative
  - Cost
- 1 or 2 Chosen for Final Negotiation

- Negotiate Sites/Buildings
- Negotiate Incentives
- Compare Packages
- Select Best Location, Site, Building



# Our Clients

Known and respected by the companies we help

Professional Qualifications  
WDG Consulting



# Contact Us

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