

## Dear All,

We hope everyone is well and got through the winter storm safely. It was a challenging time for Texas and we sure hope this is all the snow we get this year! We are excited spring is around the corner and a new proxy season is upon us. Much has changed over the past year and effective communication to stakeholders is more important than ever. Don't hesitate to reach out to us if you need assistance with any aspect of your proxy statement.

In this L-Blast we turn our attention to the real estate industry. In our main article we share data on real estate compensation over the past 3 years in terms of base salary and total cash compensation. Specifically, in this article we analyze compensation changes within the sub-sectors of real estate; office/industrial, residential, retail, and the aggregate average of the sub-sectors.

The next article focuses on talent and the concern in finding skilled workers to fill key positions in the real estate sector. There is still a lot of uncertainty and it's a time for companies to re-assess their compensation structures and talent recruitment strategies.

The final article provides good guidance for company executives as they begin to reclaim office space, suggesting careful analysis of their real estate utilization and important considerations to align real estate assets with company objectives. It also offers steps CXOs in commercial real estate companies can take to help lead their organizations through the current health and economic uncertainties.

Be sure to check out our first "Did You Know" piece on Rabbi Trusts. We hope you enjoy the story – and stay tuned for next month's topic! Lastly, remember to contact us if you'd like to participate in our midstream and upstream surveys.

Stay safe, and as always, let us know if there is a particular subject you'd like to learn more about or if you have any questions about the topics covered in this L-Blast.

Sincerely,



Brent Longnecker and the L&A Team  
Chairman and CEO  
Longnecker & Associates



## COMPENSATION IN THE REAL ESTATE INDUSTRY

The pandemic has significantly impacted the real estate sector. With a surge in the number of employees who work from home, the demand for office space has softened. At the same time, growth in e-commerce has exploded, resulting in further disruption of traditional retail business. As the post-COVID effects of the pandemic continue to plague the real estate market, we can prepare for changes in compensation and strategies in the interim adjustment period.

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## Real Estate Pay In 2020 And Beyond: Salaries Up, Bonuses Down And Don't Try To Hire On The Cheap

This has been a year of shutting down and staying put. But for commercial real estate executives, there's fear that top talent is poised to make a move.

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## Companies Begin to Rebuild Real Estate Plans

Utilization data can enable organizations to begin to adapt their strategies to the next normal.

As companies start to reclaim their offices, C-suite executives may want to use the coming months to test their theories about real estate utilization, watching carefully for patterns.

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## Did you know?

### The story behind the very first Rabbi Trust

## Rabbi Trusts

Did you know that the very first Rabbi Trust was, in fact, for a real rabbi?! Legend has it that he had been a great spiritual leader in his synagogue and was getting ready to retire. His congregation wanted to bless him by setting up a retirement plan of sorts – a non-qualified benefit plan that he could draw upon as he enjoyed his retirement.

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## L&A's 2021 Midstream & Upstream Surveys Launch April 1st

Participate in L&A's Midstream and Upstream Industry Compensation surveys and keep your programs competitive. Gain access to the latest benchmarks ranging from administrative support to executive C-suite in both corporate and technical roles, inclusive of actual total direct compensation and target total direct compensation. Click below to learn more or contact [Josh Whittaker](#) at 281.378.1368

[MIDSTREAM SURVEY](#)

[UPSTREAM SURVEY](#)

## Compensation Discussion & Analysis (CD&A) Disclosure Preparations

As we start preparing for proxy season, L&A is ready to assist you in the development and overall structure of your CD&A disclosure. Leveraging extensive experience and knowledge of real-time best practices in the evolving shareholder communication platform, our consultants will help you craft an effective message to your investor audience while fulfilling SEC requirements.

[CONTACT US BELOW TO GET STARTED!](#)

[GET STARTED](#)

## VIRTUAL EVENTS

### SHRM Webcast – Aligning Pay Philosophy with Company Culture and Employer Brand

March 9 | 1 p.m. ET  
Available through July

[REGISTER](#)

### SHRM Webcast – The State of Employee Benefits in a Post-Pandemic Workforce

Available through August

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### WorldatWork Webinar – Pay Equity in the Age of Technology: Navigating the New Landscape

Available On-Demand

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## Let's Work Together

We know what it takes to attract, retain and motivate key talent. Contact us to develop a customized plan that works for your business.

281.378.1350

[GET IN TOUCH](#)

Compensation Services  
Incentive Plan Design  
Litigation Support  
Strategic & Governance Advisory  
Restructuring Services



## Get to Know Us

**Kyle Lamport**  
MANAGER

**Hometown:** Houston, TX

**Alma Mater:** Texas A&M University

**Pets:** Two golden retrievers, Hughes and Hallie

**Children:** Robert E. Lamport, 4 months

### What do you enjoy most about your job?

Being able to work with some of the world's greatest minds and company leadership across many industries.