**Problem statement**

It is necessary to manage university real estate in such a way, that it will optimally support the organizational objectives. Real estate management needs to be conscious and proactive, providing accommodation efficiently and effectively, supporting the organizational objectives. Moreover, a link for validation and verification should be developed between the real estate decision making and the real estate performance—in terms of costs and benefits—both in the real estate portfolio and the building object level. More insight in physical, functional and financial aspects required, in order to determine in which extent university real estate contributes or could contribute to the organizational goals. A transparent, rational and coherent approach should be adopted for a professional, effective and efficient management of the university’s real estate property.

**Objective**

Throughout my research I would like to suggest a method that will ultimately support and professionalize the real estate of A.U.Th. In addition to that, the method should enhance transparency, organizing information in a coherent system which will allow for its validation and verification. Four management tasks are prescribed, following the iterative process of the DAS framework. Demand for and supply of real estate is assessed from four different stakeholder perspectives in time (past to present and future). The results of the research will be summarized and will constitute an advice report for the relevant real estate executives, indicating a process for managing the university’s real estate. The target group will be that of Policy makers, who can employ the results of this research to stimulate and support their decision making for A.U.Th.

**Results**

The end product of the research, as the outcome of a thorough analysis of a university structured by CREM theories, is a process which ultimately provides a method for solving its current problem. However, by re-observing the designed process, it can be said that it is about the complete life-cycle of real estate; from problems identified on the CRE portfolio level, during the Use Management stage, to project Initiation as a response in the building object level.

With respect to the focus organization, by the end of the research it was possible to define the necessar evolution steps for A.U.Th. CREM, thus the professionalization of it.

This process is not only suitable for the specific organization examined in the research, but it can be applied in CREM cases in general. Being a method in which the life-cycle of real estate can be addressed in different levels, various organizations’ CREM executives can use it. Even if the starting point of each user of the process differs, it is still possible to be defined while following the process’ steps. The research suggest a CREM approach about the life-cycle of real estate, in different levels. In fact, the management of consequent cycles of real estate depending on the selected time frame.