The objective of this concise research reflection is to understand how and why the research is conducted; to clarify methods used; to define the relationships between the research and the product developed; and finally, to position the product within corporate real estate management.

The research has been started in September 2012 with real estate management LAB sessions. The real estate management LAB sessions were chosen, because the complete package of lectures; provided research themes; and consultations with the real estate management LAB coordinator developed personal preferences for real estate management.

The first challenge that had to be tackled was the determination of the research subject. This difficulty was caused by the wide range of choices within real estate management. Through reading the newspapers, magazines and former research projects, corporate real estate management is defined as the field of research and juridical-financial flexibility of real estate as the research subject.

My mentors assisted me to delineate the research focus and provided necessary steering during the execution of the research. Specific components that define the research were constantly improved during the progress of the phases, defined by the Board of Examiners, and finally resulted in a final design. In this research, the design is referring to an operational model that could be used to assess the juridical-financial flexibility level within a corporate real estate portfolio.

The research design contained a theoretical phase and an empirical phase. In the theoretical phase, the theoretical framework is developed in which subject related researches provided a solid basis for analysis of which relevant elements were processed and implemented. The article references provided a guideline in this process that sent me from article to article.

However, with the development of the design, that should also be developed in the theoretical part, I was overtaken by events, related to two factors. First, I personally desire to finish things first before starting a new one, while the development of the theoretical framework and the development of the design should be executed parallel. Secondly, I had the personal desire to execute a part of the research at a construction company. In the beginning, I planned to develop a final design for a specific managerial problem that was completely case dependent. In contrast with this expectation, the final design includes independent variables with case dependent values. Thus, a construction company proved to be unnecessary in the development of the design.

The theoretical framework itself is identified as an essential research component, because it developed insight into the current status of the subject within corporate real estate management and in addition, it developed required subject related knowledge and variables that were required in the final design.

A single case study approach is chosen within the empirical part, because it suited the objective to test the usefulness of the design. It also met a personal objective to develop experiences within corporate real estate management in practice. However, I had some issues to find a company to construct the empirical part of the research as a result of the progressions made within the research itself. Companies prefer the ability to steer on the research focus and the methods used within the research. These struggles resulted in the postponement of the design development, which was practically unrelated, but finally resulted in delays within the P3-phase.

Despite the struggles, the conducted single case study at Rabo Eigen Steen in which the usefulness of the design is tested, finally resulted in a final design that could be used within corporate real estate management assess or to implement juridical-financial flexibility within the corporate real estate portfolio. If implemented, it enables the ability to anticipate on uncertain developments in society. In addition, it has the ability to increase efficiency of a resource that is considered to be static.

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