

## Corporate Land Strategy - Guiding Principles

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### Guiding Principles

- Land is a valued public resource that is managed well by The City.
- Land is leveraged to support the delivery of public services and to maximize value for the Corporation and citizens.
- RE&DS delivers professional real estate and land development & sales services to the corporation. It provides advice and makes real estate decisions on behalf of the corporation.
- RE&DS is a self-funded business unit. The financial success of its programs/projects and sustainability of its Reserves are paramount outcomes of delivering its services.
- RE&DS will apply a “portfolio” approach to managing City lands, its programs, and its two Reserves.
- RE&DS is committed to “One City/One Voice.” It leverages its staff’s real estate expertise and land availability to achieve the best outcomes where both The City and community benefit.
- RE&DS understands its customers’ needs and provides them with the best land and service solutions.
- RE&DS maintains the Corporation’s property information and market data and applies rigorous analysis to inform its decisions and recommendations.
- RE&DS is a continually improving real estate and land development organization.