Ascend

PIGMENT

A Foundation for Successful Planning

Real Estate Finance Expertise, Built on AI-First Planning

Real estate finance runs on long investment horizons, complex capital structures and shifting market conditions. Disconnected proformas and spreadsheet-driven planning can't keep pace with that complexity. As the Diamond Standard in EPM Advisory and Delivery, Ascend Partners replaces them with one model that links operations to financial performance.

The Experience: Ascend in Real Estate

Real estate is where Ascend started: our first client was a REIT. Our consultants pair hands-on FP&A experience with a working knowledge of real estate finance, from land proformas and development pipelines to NOI drivers and asset lifecycle reporting. We redesign spreadsheet processes for automation and visibility instead of lifting and shifting them into a new system.



What We Deliver for Real Estate FP&A

- **Integrated development planning:** We connect build plans, cost curves and absorption rates to financial forecasts, so field execution lines up with executive strategy.
- **Income property planning:** We link leasing assumptions, occupancy and operating costs to NOI by property, region and portfolio.
- **Long-range and life-of-project planning:** We build multi-year plans that reforecast as assumptions change.
- **Scenario planning with guidance:** We model rate moves, market cycles and financing changes, then help leaders read the results for capital allocation.

ascend.partners | info@ascend.partners | +1 (647) 957-6000



Real Estate in Action

A major North American homebuilder replaced disconnected land proformas and build-plan spreadsheets with an integrated planning environment built by Ascend. The result:

- Visibility into project-level and enterprise-wide performance
- Sharper capital allocation decisions, backed by scenario modeling
- Long-range plans that update as build and market assumptions change

The Capability: Pigment

Pigment is an AI-first planning platform built for change. Adding a property, project, fund or entity is a configuration change, not a re-implementation, and finance, development, leasing and operations all plan in the same model.

Ascend & Pigment: The Challenges We Solve Together

Pigment's AI-first platform adapts as fast as the market does. Ascend shapes it around how your portfolio runs. Together, we tackle the problems that hold real estate finance back:

- **Proformas and plans in separate spreadsheets:** Pigment brings development, leasing and financial data into one model. We design it so you can add a project, property or acquisition without a redesign.
- **Portfolio views built by hand:** We build the hierarchy logic so leadership can switch between property, region, asset class and entity views without reconciling spreadsheets first.
- **Slow response to rate and market shifts:** When rates move, rebuilding a multi-year plan can take weeks. We wire absorption, pricing, leasing and construction cost drivers into the financial statements, and Pigment compares scenarios in minutes. A question like "What if absorption slows?" gets answered the same day.

Plan on Solid Ground. Plan With Ascend & Pigment.

Move from reactive budgeting to proactive strategy. Ascend and Pigment give real estate finance teams forecasts that keep up with the market and plans leadership can use to allocate capital with confidence.

LEARN MORE

Ascend Partners is the Diamond Standard in EPM Advisory and Delivery and proudly serves clients globally from our headquarters in New York, NY. We specialize in delivering sophisticated solutions that streamline financial workflows, transform data, and enhance operational efficiency for organizations worldwide. With deep industry expertise and a commitment to innovation, Ascend empowers businesses to maximize performance, improve decision-making, and drive sustainable growth.

ascend.partners | info@ascend.partners | +1 (647) 957-6000

Ascend