THE REFINED DATA FRAMEWORK

5 Questions to understand every real estate financial variance.

Every material variance deserves a real answer — not just a number.

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01 WHAT changed?

Identify the exact line item that moved — revenue, expense, NOI — in any list of assets.

02 WHERE did it change?

Trace it to the specific asset, or assets, driving the variance.

03 WHY did it change?

Explain the driver behind the number, not just the number itself.

04 WHAT are we doing?

Show the action already underway to address it.

05 WHAT happens next?

Set the expectation for what to watch for going forward.

We're changing the way CRE explains financial performance - one variance at a time.

REFINED DATA