



Invert Consultancy – Method description

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What is Invert Consultancy?

Invert Consultancy is a method developed by Ralph de Vries and Malka Schliesser to bring clarity, direction, and momentum back to faltering real estate propositions. Where traditional advice tends to stay within predefined lanes, Invert Consultancy deliberately challenges status quos. This method exposes what others avoid, clarifies what's stuck, and allows direction and courage to emerge where it's absent or lost. This is not a model or report. It's an approach. Personal. Direct. Actionable.

When is it used?

- When real estate positions structurally fail to perform or function.
- When family or ownership structures no longer support critical decision-making.
- When the market, regulations, or the organisation has shifted, but the asset strategy has not.
- When no one addresses what everyone feels.
- When clarity, direction — and the readiness to take responsibility — are needed.

What happens in an Invert Consultancy process?

1. Ralph listens and observes carefully. What is really going on?
2. He addresses what others don't dare to name — with calm precision.
3. He lays out the true choices.
4. He helps define direction, reposition, and resolve what's stuck.
5. And if needed, he steps in to carry it forward.

What is the outcome?

No fluff. No fillers. Just forward movement.

Clear choices. Actionable roadmaps. And clarity of vision.