

A Tale of Two Buildings

It was the best of CRE, it was the worst of CRE. Here's what happens when two commercial assets have very different approaches to property operations...

PROPERTY A

100 Performance Blvd
Anytown, USA

Occupancy: 90%
Rental rates:
Above-market

PROPERTY B

100 Laggard St.
Anytown, USA

Occupancy: 65%
Rental rates:
Below-market

Tenant satisfaction

Tenants of this building report a customer satisfaction rating of over 98%. Performance Blvd polls tenants after each service request, as well as continuously throughout the year - spotting issues BEFORE they become big problems.

Customer service communication

The property team at Performance Blvd is proactive about communicating when an issue will be fixed, using both email and text. Tenants know when they can expect resolution, and they can also check the status at any given time in their online portal.

Staffing level

Even with a smaller staffing level, each manager is equipped with the processes, data, and technology they need to be efficient every day.

Benchmarking expenses

Operating expenses are benchmarked to external market sources (e.g. BOMA Experience Exchange Report®). The team neither over- or under spends, giving them leverage over lease terms and management fees.

Preventive maintenance

Engineers are consistently on or ahead of schedule, working preventative maintenance tasks into their daily priorities, equipped with step-by-step instructions on their mobile devices—thanks to Building Engines.

Amenities

Tenants can reserve conference rooms, loading docks, and other amenities in real-time on mobile devices.

Security and risk

The building is protected by electronic access control and visitor access management software. Visitors are pre-authorized for entry and connected in real-time to the security guard check-in station in the lobby.

Proving performance

The team has clear standards for service delivery response times and tenant satisfaction with service. When a lease is up for renewal, Performance Blvd is ready with proof that they've held up their end of the bargain.

Tenant satisfaction

Tenants of Laggard St. aren't thrilled - and they air their grievances in an annual survey. The management team dreads these annual check-ins... for good reason. The only time they hear from tenants is when they're angry, and when it's too late to do anything to correct the problem.

Customer service communication

Tenants don't know when their issues will be resolved. Sure, they call work orders in, but there's no visibility after that point. It's anyone's guess.

Staffing level

Despite having a large property team, Laggard St can't seem to operate in unison. It may be the old-school work order system in place, or the slow spreadsheet-based processes... hard to tell.

Benchmarking expenses

Budget decisions at Laggard St are made using a hodgepodge of Excel sheets and best guesses. This team isn't sure how their spend matches up to the rest of the market.

Preventive maintenance

"If it ain't broke, don't fix it" seems to be the mantra here. Equipment is often left alone until there's a problem reported - adding cost and inconvenience. Who has time to dig up those manuals, anyway?

Amenities

Tenants of Laggard St. often squabble over access to the shared conference rooms as reservation requests are lost in email threads.

Security and risk

At Laggard St, there is no system in place to pre-register visitors or vendors for access to the buildings and tenant spaces. Tenants have to constantly turn away unwanted solicitors and do not think management does enough to create a safe environment for their employees.

Proving performance

Because Laggard St doesn't measure team performance, there's no visibility into the quality of the service they've delivered to tenants. Lease renewals are a guessing game each time.

Where do you stand?

Are you best-in-class like Performance Blvd, or lagging behind like the team at Laggard St?

Find out with a free assessment at creoperations.buildingengines.com.