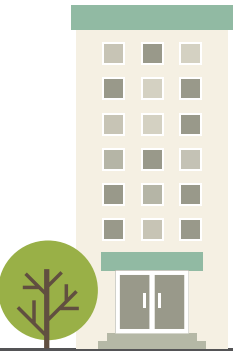


The CRE Owner's Guide to Become a Building People Want to Work In





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For building owners to attract high-value tenants today, it's not enough to rely on location or property size. To remain competitive in a cutthroat commercial real estate market, property owners must provide a measurably better tenant experience than rival properties.

Put simply: you must create the type of building people want to work in.

At Building Engines, we have helped hundreds of organizations manage over 1.4 billion square feet of commercial real estate, spanning over 14,000 buildings. This perspective has revealed how the best properties appeal to - and keep - high-value tenants, driving greater property revenues and keeping investors happy. In this eBook, we'll break down what these high-performing properties are doing to keep their high-value tenants satisfied.

Part I

A tenant experience designed for human capital



For CRE tenants, employees are considered human capital - vital to success and critical to engage and retain. The physical spaces in which they work can serve as a recruitment, and employee retention tool. With this perspective, commercial real estate owners have an opportunity to help their tenants grow their own businesses by creating the type of space today's workers want to work in.

“An owner’s responsibility to the tenant is to create an environment where the tenant can attract and retain talent.”

BOMA Chairman Brian Harniteaux,
BOMA 2017 Winter Meeting



Adapting to the changing world of work

For the first time in history, there are more millennials in the U.S. labor force than Gen Xers, according to the Pew Research Center. That means more than one-in-three American workers today are between the ages of 18-34. This generation is affecting the way we work more than ever, as employers work to cater to a younger workforce.

The millennial generation maintains distinctive and widely shared attitudes that are shaping the world of work. Workers in this population place a higher worth on experiences (over material things) and are adept at building communities around shared interests. They want to be highly engaged by what they do, and expect a level of convenience and immediacy from their place of work. In addition to millennials, a more culturally diverse workforce brings with it a variety of different needs and wants.

Younger, tech-savvy employees want to experience work and where they work, differently. Millennials care less about ownership and more about access. They seek access to:

- ▶ **Information**
- ▶ **Choices**
- ▶ **Decision-making**

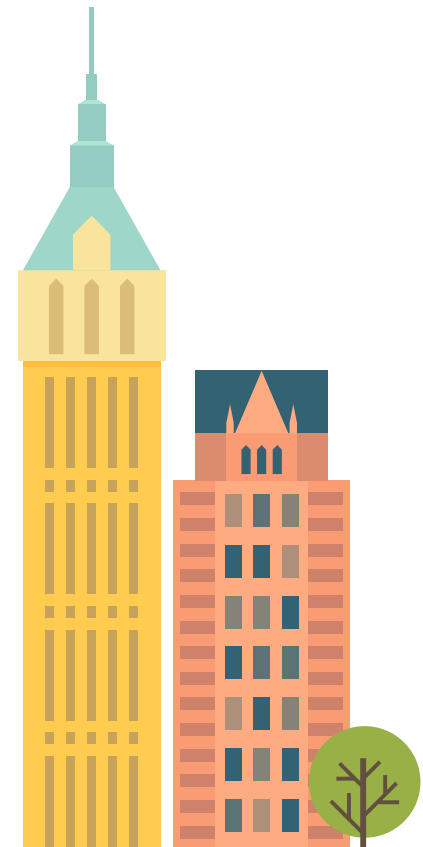
Available transportation is a factor to this generation, as well as the way the space looks (think the industrial chic look and major lobby renovations). They wonder how they can interact with the space and each other - from community work spaces to restaurants and shopping areas. Millennials wonder, does the office and building connect to their social consciousness and the concept of "wellness?"



Optionality is expanding; for example, the growth of shared office spaces like WeWork demonstrates the need for the flexible utilization of space. What's more, technology companies are changing the makeup of tenancy as well as how organizations work and use space as they compete for talent in many major metro markets.

What does all this mean to property managers and building owners?

In your continual objective of attracting, and retaining, tenants, you must undergo a shift from traditional property management to experience management. This shift takes the job beyond collecting rent, managing projects, expenses, and dealing with a single point of contact, to orchestrating the entire tenant experience in order to create an environment that fits what your tenants now expect out of their Commercial Real Estate spaces.



Part 2

Tenant Expectations



Because of these shifts, tenant expectations are changing and evolving dramatically. It may not be enough to install a new bike rack or community space to appease a younger workforce. Instead, it's necessary to understand what people in buildings really want.

How do you know you're doing the right things today, and in the future?

Just ask.

Today, you may be using annual surveys, or ad-hoc conversations from the management team, along with the periodic sponsored survey. The problem with these methods (beyond the management burden) are:

- ▶ They're disruptive to those forced to take the survey
- ▶ They're not timely enough
- ▶ They represent only a single or a few points of contact at a tenant organization, which is not broad enough to get to a deep understanding
- ▶ The results simply aren't accurate or actionable because of these limitations

Recommended step #1:

Leverage the power of mobile technology to collect data from tenants in the moment, and in context. Ask specific questions directly, learn from ongoing surveys (for example after each work order), and identify tenant sentiment consistently.

Occupancy—the phase after lease signing and before renewal—is the longest part of a property management team's relationship with tenants. It only makes sense, then, to cultivate as much positive sentiment as possible during this time. Not only is it essential to running an efficient and profitable building or portfolio, but research has shown that **tenants who are satisfied with property management are three times as likely to renew.**¹

1. <http://spacesblog.jll.com/how-to-increase-commercial-tenant-satisfaction-and-retention/>



Equip your team with the right workflows and priorities.

When a piece of work passes from initiation to completion, your workflow (all the industrial, administrative or other process) makes the difference between positive tenant experience, and a terrible one. Tenants expect quality service, and for their problems to be addressed quickly.

Most property management teams have had some type of tenant service request workflow process in place for years. These range from loosely defined processes to well-documented, written definitions.

With the right software managing maintenance across your property, in tandem with your tenants' work orders, and aligned to your goals as a property manager, you and your team are working in lockstep, dramatically improve the quality of the service you deliver.

When engineers are equipped with a mobile device in the field, the right information is available in their pocket, making it easy for them to know what to work on next, how to best service the equipment they're tasked with, and to report when the job is done, all from a mobile device.

Recommended step #2:

Get efficient. Use technology to execute and manage the work order workflow process. Encourage tenants to submit service requests online (or better yet, via mobile), so you can track the status of each work order, communicate that status with the tenant, manage exceptions, quarterback with maintenance teams, and complete more work orders on-time.



Part 3

Communications and Risk



Communicate, early and often.

Your tenants now expect the convenience of technology. The world's information is available to them in the palm of their hands on a mobile device or laptop with access to Google. Properties must communicate better with tenants, giving them the information they need, when they need it, and on-demand.

In the case of an emergency, or for daily communications about building events, CRE properties should quickly and easily broadcast communications to the right segments of their tenant contacts.

Recommended step #3:

Communicate, frequently. Create a property website and tenant portal that significantly improves the tenant experience by providing an online and mobile option for interacting with building management. Tenants can receive emergency messages or broadcasted announcements directly to their mobile device.

This convenience provides an easy way for tenants to submit issues, receive confirmation of their requests, view the history of service requests and easily access key information such as tenant handbooks or reserving building resources.

Not only are tenants used to accessing information on-demand, but this access also frees up property managers from excess phone calls and emails fielding basic information requests. What will you do with all that free time?

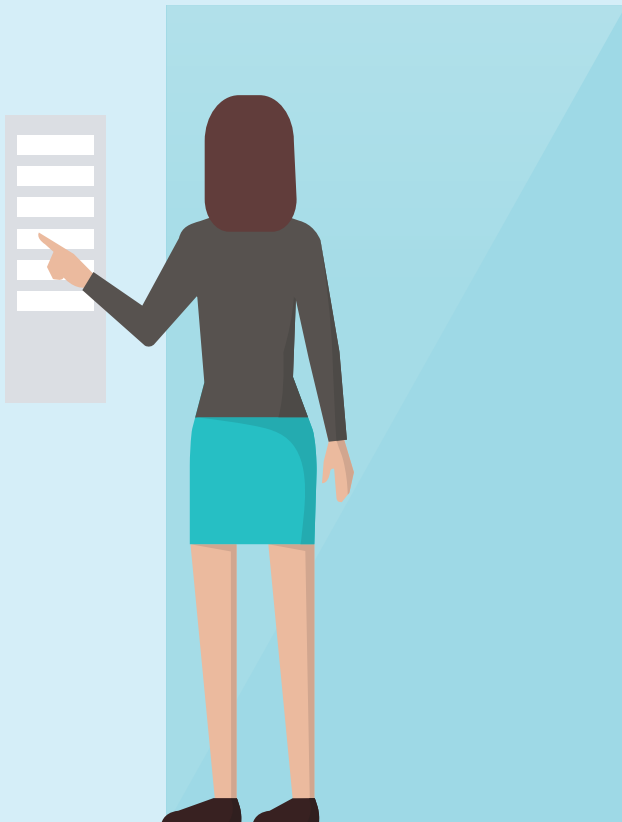


Ensure security.

Many commercial real estate firms require visitors to pre-register for authorized entry to a building. There are numerous associated process and policy requirements that must be handled quickly and flawlessly in order to deliver a positive visitor experience. The security and reputation of your property and management team may depend on it.

Recommended step #4:

Provide occupants and security teams with a simple and effective visitor control system. Seek one that can quickly and easily pre-authorize visitors for entry into your building and connect in real-time to the security guard check-in station in the lobby.



Part 4

Operating performance



Monitor overall performance behind the scenes to free up time.

Property owners need visibility into the performance of their entire portfolio to understand the effectiveness of their teams.

Operations Performance Management software works in the background, constantly monitoring building operations and alerting the property manager when an operational or service delivery target is missed, or other issue needs to be escalated.

Your property managers can't be everywhere at once in your portfolio, checking the status of work orders or managing vendors.

A software tracking system makes it easy to manage janitorial and engineering work, preventing work orders from falling through the cracks or going unresolved. It can connect property management teams with all moving pieces in one unified place – from tenant services, to risk and safety procedures, to maintenance issues, to Communications.

Recommended step #5:

Maximize the number of hours in a day by giving your property management teams the added efficiency of a property management software. You'll not only allow them to focus their time on the most pressing priorities, but you'll be collecting data behind the scenes to offer unprecedented visibility into what's happening across your entire portfolio.



Summary

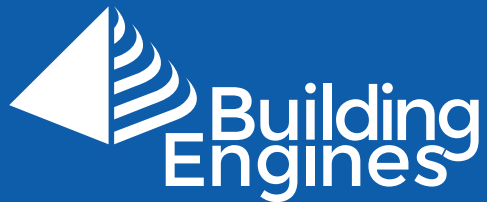


To create the type of building people want to work in, you've got to offer more than the sleekest design or downtown location. The success of your performance depends on your ability to create a tenant experience that is designed to attract human capital. Consider what today's workforce wants - community, access to information, and wellness - and be open to what tomorrow's workforce needs.

Meet tenant expectations by continuously understanding their needs, and equipping your team with the necessary tools to solve tenant problems. Communicate early and often, and ensure the building is protected from security risks.

Above all, evolve to a process of managing your overall building performance, rather than putting out fires on a case-by-case basis. The technology is here to allow you and your property management teams to work smarter - not harder - and reap the benefits of increased property revenues. The question is, what are you waiting for?

[Find out how by requesting a free demonstration, today.](#)



Learn how Building Engines can help you create the type of building people want to work in.

Our web and mobile Property Management Software has helped over 450 organizations connect all of the processes and people involved in operating a building or portfolio in order to improve operational efficiency, mitigate risk, and improve tenant satisfaction and engagement.

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