

Talking Points for BOMA 360 Designees

Why a BOMA 360 Building is an Important Tool for Brokers

Current Market Environment

- Your clients look to you, the broker, to help them make informed and educated decisions about which office buildings offer the most financially advantageous scenarios.
- Cost is one of the most important factors for prospective tenants.
- Tenants are seeking a level of comfort that landlords will service them well, be good operators and keep their costs down.
- The BOMA 360 designation offers a meaningful way sell the all-important value-add and assists your clients in making the right leasing decision.

Advantages of a BOMA 360 Building

- Designation is not just about sustainability; it's about superior operations and service delivery.
- Designees have third-party verification of all-around excellence in building management and operations. They are evaluated in six categories: Building operations and management; Life safety, security and risk management; Training and education for building employees; Energy efficiency; Environmental/sustainability performance; and Tenant relations and community involvement.
- Well-managed buildings add tremendous value to tenants. The BOMA 360 designation clearly demonstrates that these buildings meet or exceed the industry's highest standards and your clients can rely on our superior building management to keep operating expenses down and ensure best-in-class service.
- A survey of designees revealed that they are achieving operational savings and efficiencies, establishing new operation or management policies or procedures, and gaining recognition from owners, tenants and the community.
- An independent study by Kingsley Associates, the leading provider of business intelligence for commercial real estate, revealed that BOMA 360 designated buildings rank higher in tenant satisfaction scores in all 55 quantitative rating areas tracked by the Kingsley Index compared to commercial office buildings without the BOMA 360 designation.
- The Kingsley study also found that 100% of tenants in BOMA 360 buildings expressed high overall satisfaction with property management.
- A recent CoStar analysis of BOMA 360 buildings found that BOMA 360 buildings rank higher in tenant retention and command higher rental rates as compared to other Class A properties.

How will BOMA 360 Performance Program Helps Brokers Succeed

- To get high-quality tenants to lease space, these important clients need to be certain that they will get the superior service they need and their costs will be controlled.
- This prestigious national recognition program makes it much easier for you to identify buildings that are managed efficiently and cost-effectively.
- The BOMA 360 program instills considerable confidence in prospective tenants that they are making prudent business decisions because the building operations of BOMA 360 designees have been scrutinized by an independent council and measured against current industry best practices.
- By matching tenants with properties that offer the world-class value and service they need, you enhance your professional reputation and attract more clients.