

## Letter to Owners

[INSERT DATE]

[INSERT CONTACT FIRST NAME AND LAST NAME]

TITLE

COMPANY NAME

ADDRESS

CITY/STATE/ZIP

Dear [INSERT FIRST NAME]

As the owner of [BUILDING NAME OR ADDRESS], you will be pleased to learn that your building has been officially designated as a BOMA 360 Performance Building by the Building Owners and Managers Association (BOMA) International. The prestigious BOMA 360 Performance Program® validates and recognizes commercial properties that demonstrate best practices in building operations and management.

Unlike other building certifications that measure only a building's energy and sustainability performance, BOMA 360 is that and much more! Our building has been measured against current industry best practices and achieved third-party verification of excellence in...

- Building operations and management
- Life safety, security and risk management
- Training and education for building personnel
- Energy management
- Environmental/sustainability performance
- Tenant relations and community involvement

Only those buildings that satisfy the requirements in all six areas are named a BOMA 360 Performance Building. Our designation clearly demonstrates that we meet or exceed the highest standards.

It is important to note that well-managed buildings add tremendous value to both owners and tenants. In fact, BOMA 360-designated buildings rank higher in tenant satisfaction than their non-designated counterparts. In a Kingsley Associates study, 74% of tenants in BOMA 360 buildings reported being satisfied with the value they receive for the amount paid versus 68% for non-BOMA 360 designees. Furthermore, a 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. Plus, this recognition program makes it easier for brokers and prospective tenants to identify buildings that are managed efficiently and cost-effectively. The bottom line: to get high-quality tenants to lease space, they need to be confident that they will get the superior service they need and their costs will be controlled.

The BOMA 360 Performance Program has given us a meaningful way to demonstrate our commitment to you and to excellence, and we are thrilled to receive this important recognition on your behalf. I hope this prestigious designation gives you a sense of pride and a level of comfort that we are responsible operators that care about your tenants' dynamic needs.

Additional information about the BOMA 360 Performance Program is available at [www.boma.org/360](http://www.boma.org/360).

Kind regards,

[INSERT LIVE SIGNATURE]

[NAME]

[TITLE]

[BUILDING OR COMPANY NAME]