

It's Kingsley Season!

Mining the Most out of Your Results

presented by Lisa Green, Kingsley Associates

5-Star Service
WORLDWIDE



Kingsley Associates

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Business Intelligence for the Real Estate
Industry

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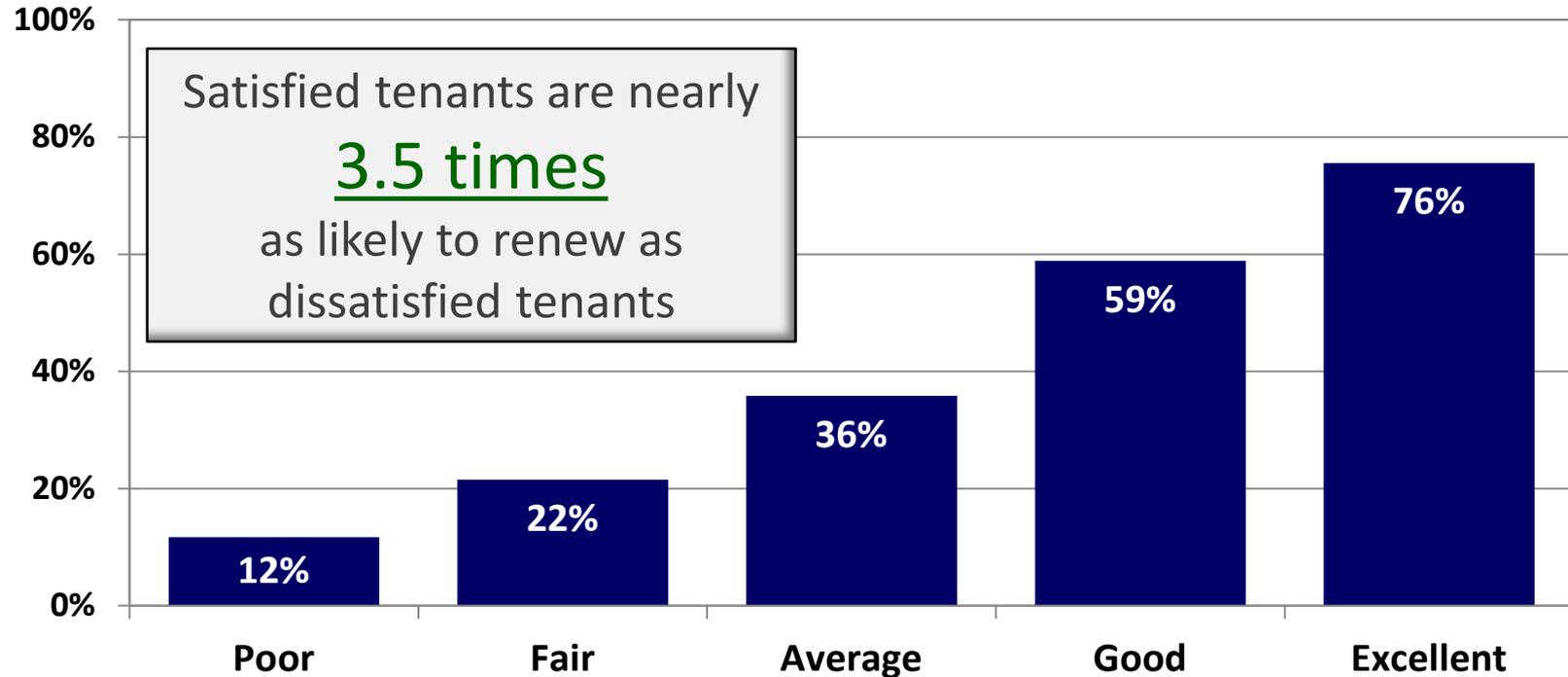
OUR MISSION

At Kingsley Associates, we strive to be the real estate industry's leading provider of actionable business intelligence.

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Why measure satisfaction?

- Link between satisfaction and renewal
- On average, 63% of tenants indicate likely renewal, but if satisfied...



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... it comes down to retention

- Satisfied tenants make economic sense

		Assumptions	Tenant Lost	Tenant Retained
Estimated Cost of Losing a Tenant	Rental income	<ul style="list-style-type: none"> 20,000 s.f. tenant in Class A building Annual rent is \$40 per s.f. One year to replace tenant 	\$0	\$800,000
	Tenant improvements	<ul style="list-style-type: none"> TI's of \$35 per s.f. for a new lease or \$10 per s.f. for a renewal 	(\$700,000)	(\$200,000)
	Commission	<ul style="list-style-type: none"> Commission of 6% paid in year one for new lease or 3% commission for a renewal 	(\$240,000)	(\$120,000)
	Total impact (year 1)			(\$940,000)

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Focus improvement on controllable factors

- Management, building upkeep, and security among most impactful on renewal

Most Frequently Cited



Renewal Decision Factors	% of Respondents
Location	62%
Quality of building	41%
Space requirements	41%
Price	38%
Corporate decision	34%
Property management	34%
Business circumstances	31%
Building upkeep	28%
Parking	26%
Security	23%

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Service interaction drives customer satisfaction

- Customer service areas drive satisfaction

Drivers of Overall Satisfaction	"r"
Mgmt. - Overall Satisfaction	0.765
Mgmt. - Problem Resolution	0.740
Mgmt. - Communication	0.668
Mgmt. - Accommodation of Special Requests	0.659
Mgmt. - Responsiveness	0.644
Mgmt. - Accessibility	0.628
TIs - Quality of Work	0.623
Maintenance / Engineering	0.602
Mgmt. - Professionalism / Courtesy	0.600
TIs - Timeliness of Process	0.593

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Project Timeline – Key Dates

Now

- Update contact information

February 9, 2016 – Pre Survey

- Property teams notify tenants
- Update Portal as necessary

February 11, 2016 - Launch

- Update invalid emails
- Follow-up with contact requests
- Review “red” alert transcripts

February 23, 2016 – Final Reminder

- Follow-up with non-respondents

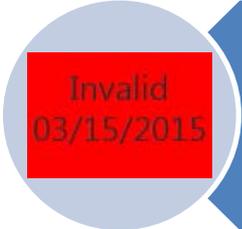
March 14, 2016 – Survey Cut-off

April 11, 2016 – Action Planning

- Access through Portal

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Monitor Portal



Invalid
03/15/2015

Update Invalid Emails



Follow-up with contact
requests



Review “red” alerts

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Mining the Most out of Your Results

- What to do this last week (prior to the survey cut-off)
- How to make the most of the reports
 - Property level
 - Acknowledge successes with teams / vendors (outperforming: prior, portfolio or benchmark)
 - Review areas for improvement – not too broad, specific changes
 - Example of successful action plan
 - Customer level
 - Thank participants
 - Review transcripts – follow-up when appropriate (using discretion)
 - understand why “red” indicators
 - Contact plans

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Kingsley Survey Promotion Customized for You



BE ON THE LOOKOUT...
THE 2014 KINGSLEY SURVEY
IS HEADED YOUR WAY SOON!

Every year, CBRE Global Investors' properties are evaluated by Kingsley Associates, the leading provider of research for commercial real estate. When measured against our peers – institutional owners offering Class A office space — **we routinely rise to the top.**

IN ORDER FOR US TO MAINTAIN OUR RANKING, YOUR FEEDBACK IS INVALUABLE.

CBRE Global Investors is committed to providing a first-class workplace and exceptional service to each and every tenant. In the next few weeks, you will be receiving the 2014 Kingsley Survey. The results of the survey will be instrumental in our ongoing efforts to improve service delivery to you.

The survey will be sent to you via email from Kingsley Associates (survey@kingsleyassociates.com). Please take a few minutes to complete the survey. All responses will be forwarded directly to Kingsley Associates for tabulation and analysis.

Thank you in advance for taking the time to respond to the survey! We hope to hear from you as we continually strive to better meet your needs.

Sample Survey Notification Email

Re: 2015 Property and Management Assessment – [Property Name]

Dear [First Name] [Last Name],

[Client Name] is committed to providing a first-class workplace and exceptional service to each and every tenant. To fulfill this commitment, we need your feedback on how well we are meeting your needs. Accordingly, we are conducting the 2015 Property and Management Assessment.

The results of the survey will be instrumental in our efforts to improve service delivery to you, our customer. We hope to hear from you this year as we continually strive to better meet your needs.

During the next few weeks you should receive the 2015 Property and Management Assessment via email from Kingsley Associates (survey@kingsleyassociates.com). Please take a few minutes to complete the survey. All responses will be forwarded directly to Kingsley Associates, an independent real estate research and consulting firm, for tabulation and analysis.

This survey is not intended to minimize or replace your interaction with the property management team. As always, should you have any service concerns or issues that need immediate attention, please feel free to contact your property manager.

Thank you in advance for taking the time to respond to the survey. We look forward to hearing from you.

Sincerely,
[Client Name]

[Signatory Name]
[Signatory Title]

Kingsley Results Promotion Customized for You



IN 2011

86.5%
of 500 North Brand's current tenants completed the Kingsley survey.

KINGSLEY INTRODUCTION

EACH YEAR, 500 NORTH BRAND'S TENANTS COMPLETE A SURVEY DESIGNED BY KINGSLEY ASSOCIATES.

500 NORTH BRAND RANKS ABOVE 90%, and above the Kingsley Index, on all of the survey's key performance indicators for tenant satisfaction.

- Overall satisfaction
- Property recommendation
- Satisfaction with building management
- Satisfaction with the leasing process
- Building quality

90%

97% Percentage of surveyed tenants who would recommend leasing office space at 500 North Brand.

Serving as the commercial real estate industry's J.D. Power and Associates, Kingsley Associates is an independent provider of research and consulting services. The company also developed the highly regarded Kingsley Index. Compiled from more than 25 years of research on leading real estate ownership, the Kingsley Index represents the industry standard for measuring customer satisfaction.

When we say we offer responsive management, quality ownership and unmatched amenities we mean it.

NOW, HEAR IT DIRECTLY FROM OUR TENANTS.



MOT: Kingsley Promo

- KINGSLEY TIPS & TRICKS
 - Tell your contacts to be expecting it
 - Verify the email address
 - Monitor your responses: If you get a red or yellow, find out why & fix it if you can. Surveys can be updated.
 - Delete non-responders as long as you have at least one response
 - Follow-up before the surveys close
 - Try to “WOW” them right before surveys launch 😊



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IT'S THAT TIME OF YEAR!
**THE 2014
KINGSLEY SURVEY
IS COMING SOON!**

CBRE Global Investors is committed to providing a first-class workplace and exceptional service to each and every tenant. In the next few weeks, you will be receiving the 2014 Kingsley Survey. The results of the survey will be instrumental in our ongoing efforts to improve service delivery to you.

Please take a few minutes to complete the survey that you will receive from Kingsley Associates.

We hope to hear from you as we continually strive to better meet your needs.

Thank you in advance for your feedback!

MARATHON OIL
TOWER

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CBRE
GLOBAL
INVESTORS

Tustin Centre – Kingsley

- Kingsley

- Management has been taking the larger tenant Rep's out to lunch ahead time and hopefully see if there are any issues or concerns we should be aware of so we may address
- Worked with Marketing and ordered flyers to be hand delivered to tenants along with a mini-Bundt cake to the tenant reps to remind it's Survey time again



Park 80 West : Kingsley Promo

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Tate's Bake Shop Makes Gifting Easy!

- Our Every Day Items
- and Special Collection
- make GREAT
- Valentine's Day gifts!
- **Use Code**
- **CBRE20** to
- **SAVE 20%!**

Ordering at tatesbakeshop.com is easy – and if you use the promotion code **CBRE20** to save 20%!

BOBBY IADANZA
Business Partnership
Manager
631-780-6511, x3223
631-257-5824 (direct)
bobby@tatesbakeshop.com



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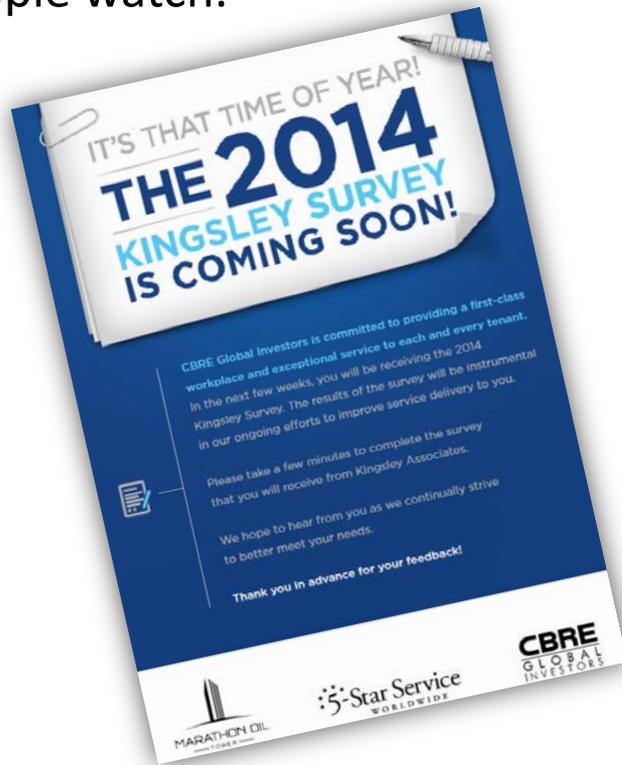
- February 12th
 - Gave cupcakes out on February 3rd to all tenant contacts!
 - Sending out email blast next week



181 West Madison: Kingsley Promo



- Deliver treats and “Coming Soon” note and treat to Kingsley surveyors: when they fill it out and submit a complete survey, their name will be entered into a raffle to win an Apple watch.



7000 Central Park: Kingsley Promo



- Tenant notification has gone out
- Tenants love the candy!

