

Above & Beyond for Business

CBRE Global Investors' Proprietary Tenant Experience Program

WHAT IS A&B?

A&B is the evolution of Global Investors' successful 5-Star Worldwide program, which is founded on differentiated customer service. The enhanced offering will include customized technology and premium hospitality services to create convenience and drive productivity for tenants. It will also feature inventive versatile common spaces and programming designed to bring people together to enhance tenant engagement and connections. aboveandbeyondforbusiness.com

WHO IS A&B FOR?

The A&B experience is tailored to the individual needs of our tenants (and the localized factors that influence their success), so no two A&B properties are exactly alike. But one thing is always consistent: a dynamic workday for both tenant and business fueled by excellent customer service. In the age of office mobility, today's professionals need a place to plug in, hold a meeting, host a presentation or even grab a workout—regardless of where they're headed next. The A&B network gives them anytime, anywhere access to A&B spaces and amenities across the U.S.



WHAT VALUE DOES A&B DELIVER OUR CLIENTS?

Engaged employees are critical for business, and studies show engagement is easier to influence when people are face-to-face. Buildings with A&B offer an abundance of tenant-centric events and services, shared spaces for collaboration/socializing and are designed to optimize employee engagement to help tenants attract and keep the best talent. Through the predecessor service and amenity program, CBRE Global Investors has led the industry in tenant satisfaction and renewal intent, and we anticipate that will continue as we enhance the program.

HOW DO I BEGIN USING A&B?

PROPERTY TEAM: The on-site building team has attended an A&B Conference Rollout. Action items and a summary will be distributed in the next few weeks. The transition to A&B branding for property communications, on-site collateral, website and A&B Manager Services brochures will be cued into production. Please refer to the A&B On-site Checklist in this document.

LEASING TEAM: The transition to A&B branding for leasing communications, current HTML campaigns, building fliers, website and specific building leasing collateral will be cued into production. Please refer to the A&B Leasing Checklist in this document.

IS A&B AVAILABLE IN EVERY MARKET?

The current list of transitioning (or new) assets that will offer A&B Programming are:

- Collective at Concourse / Atlanta
- Tanner Point / Portland
- 8750 NorthPark Center / Dallas
- Stadium Towers / Anaheim
- Warner Center / Washington DC
- 150 N Michigan / Chicago
- Pasadena Towers, / Pasadena
- Cal Plaza / Walnut Creek
- Pacific Plaza / Walnut Creek
- 5999 Center Drive / Los Angeles
- 2600 Michelson / Irvine
- Metropoint / Denver

ON-SITE MANAGEMENT TEAM

Coordinate/Print through Marketing: Eve Chambers

- A&B manager business card
- A&B manager intro eBlast
- A&B manager intro brochure
- A&B intro Captivate slides
- A&B intro pop-up banner
- A&B signage on-site: window decals, wall signage, parking garage graphics, monument signage, etc.
- A&B introduction launch (outreach or breakfast/lunch: signage, invitations or other customized materials)

Self Service Templates and Print: A&B Portal

- A&B PowerPoint templates
- Logo
- Letterhead
- Envelopes
- Conference presentations
- A&B slide library: customizable PPT slides for your building/tenants; contains standard Global Investors A&B program narrative, graphics and photographs.
- A&B network map
- A&B building newsletter template
- A&B monthly report template
- A&B building updates template

LEASING TEAM

Internal Documents

- Review RFP Proposal Language
- Confirm with on-site all other collateral updates or needs

BUILDING BRANDED COLLATERAL

Coordinate/Print through Marketing: Eve Chambers

- Property pocket folder and inserts
- Property website
- Property HTMLs - all current eBlast campaigns
- Property fliers: one-off collateral in circulation
- Broker gifts
- Onsite experiential installations for big block or full floor tours
- Amend any virtual files with Floored, Block Vue or others
- Building directory
- Outdoor signage or wayfinding

HOST AND HANA: What they are and speaking to them

Hana is CBRE's new "coworking" or flexible space solution designed to uniquely meet the needs of owners and occupiers. Hana is a wholly owned subsidiary of CBRE and falls under the CBRE Real Estate Investments global business segment. Hana, which launched in October 2018, is a turnkey flexible office solution that features team suites, meeting and conference rooms, and coworking space. In summary, think of Hana as a flexible space solutions business line.

Host is an experience offering that connects the employee to their environment via technology, amenities and communities. Host serves clients in CBRE Inc.'s Global Workplace Solutions and Advisory business segments. CBRE Global Investors' A&B program will incorporate the Host technology at several of its locations. In summary, think of Host as a technology (app) and human experience (concierge) that is activated in an office environment.

WHO ARE THE PRIMARY CONTACTS?

LEASING

Austin Fairbourn | Sr. Director
1225 17th Street, Suite 3200
Denver, CO 80202
Tel: 303 6281700
austin.fairbourn@cbre.com

ABOVE & BEYOND

Garin North, RPA | Director
1420 Fifth Avenue, Suite 1700,
Seattle, WA 98101
Cell: 206 601 5395
garin.north@cbre.com

MARKETING

Eve Chambers | Director
601 S Figueroa Street, 49th Floor,
Los Angeles, CA 90017
Tel: 213 683 4284
eve.chambers@cbre.com