

Above & Beyond – July/August 2019 Call – July 24, 2019

Discussion Items for the Call

- **A&B Manager role on leasing tours**
- **Backpack Drive and GI Scholarship**
- **Host update and Warner rollout**
- **2018 Kingsley scores and Action Plans**
- **No Cost/Low Cost tenant events, What are you planning this fall?**
- **2020 Events Calendar and Budget Items**
- **Vendor Partnerships**
- **Portal and Canva Updates**
- **Next call**

Leasing Tours – A&B Manager/Property Roles



Space. Community. Service.

Our Mission and Goal

Is to create and consistently execute a class leading leasing tour that differentiates our buildings, services and teams from any of the competition.

This is achieved by the brokerage and property teams acting as-one, our Global Investor and A&B brand front and center and our property and service delivery thoughtfully curated to allow each asset and team to have their own personality and community.

Why are leasing tours and more so, full team involvement with a consistent process and delivery on the tour, so important? It allows us to:

Exceed our competition by standing out
Delivers a personal, positive and memorable visit
Shows our property is dedicated and genuinely seeks to serve the tenant
Illustrates our effectiveness as a team and in-sync
Drives the Global Investor and A&B brand as differentiators

Brokers want to-do business with us – our positive reputation helps the brokers bring business to us!

Focus On:

- **Detailed and Practiced Tour Process**
- **Showcase a dedicated passion that makes us second-to-none**
- **Exceptional service equals high tenant satisfaction**
- **Make the tour personal – know the tenant and know you!**
- **Walk the building and the space – is this somewhere I would want to lease?**
- **Know your building**
- **Personalize the follow-up**

Keep Materials Updated:

- **All marketing material current**
- **Website and VTS updated and information correct**
- **Social media current and active – goal is two/three posts per week**
- **Know your comp set – how do you compare? Improvements to be made?**
- **Share with your colleagues – let them know about you**

Broker FAQ

Broker A&B FAQ and Training Call

FAQ Document



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. www.aboveandbeyondforbusiness.com

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.

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.

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 Service brochures will be eased 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 HFM, campaigns, building files, website and specific building leasing collateral will be eased 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
- Turner 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
- 5066 Center Blvd / Los Angeles
- 2500 Michelson / Irvine
- Metropoint / Denver

Collateral Checklist



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 files: one-off collateral in circulation
- Broker gifts
- Onsite experiential installations for tag block or full floor tours
- Amend any virtual files with Floored, Book View 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?

<p>LEASING</p> <p>Austin Fairbourn Sr. Director 1251 17th Street, Suite 3200 Denver, CO 80202 Tel: 303 5281700 austin.fairbourn@cbre.com</p>	<p>ABOVE & BEYOND</p> <p>Garin North, RPA Director 1425 Fifth Avenue, Suite 1700, Seattle, WA 98101 Cell: 206 501 3395 garin.north@cbre.com</p>	<p>MARKETING</p> <p>Eve Chambers Director 601 S Figueroa Street, 49th Floor, Los Angeles, CA 90017 Tel: 213 683 4284 www.chambers@cbre.com</p>
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Backpack Drive and GI Scholarship

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Backpack Drive

Let's do this!

BUILD a BACKPACK

PROPERTY NAME
DATE RANGE

REPLACE WITH
PROPERTY LOGO

PROPERTY NAME and A&B are excited to partner with ORGANIZATION to kick off our 2019 Build a Backpack campaign!

From now until DATE, help us fill NUMBER backpacks with classroom supplies for the children of CITY'S public schools.

Get Involved in Just NUMBER Easy Steps:

- Step 1**
Replace with text here...
- Step 2**
Replace with text here...
- Step 3**
Replace with text here...

TOGETHER,
we can help make back-to-school a breeze for CITY'S children and their families.

THANK YOU for your support.

Questions? Contact your A&B Manager:
FIRST LAST NAME
+1 111 111 1111 | first.last@cbr.com

A&B | REPLACE WITH PROPERTY LOGO PLAZA

- Notice should be out to all tenants
- Updated materials in Canva
- Post in Host/Social Media
- Collect pictures of the donations, delivering to your partner
- Run per your schedule or through August
- Share success!
- **Goal is 40 filled backpacks per property – 800 total!**

GI Scholarship

Let's do this!

Star Service
WORLDWIDE

ANOTHER REASON WHY IT'S COOL TO WORK HERE:
MONEY FOR SCHOOL
ANNOUNCING THE 2019 CBRE GLOBAL INVESTORS SCHOLARSHIP PROGRAM!

CBRE GLOBAL INVESTORS

ADD PROPERTY LOGO HERE

TWO \$1,000 COLLEGE SCHOLARSHIPS

ONE AWARDED TO AN EMPLOYEE AND ONE TO AN EMPLOYEE'S CHILD.

Eligible employees and their children may submit a 250-word essay to enter for a chance to win \$1,000 to help cut those college expenses. Look for the signage announcing "Another Reason Why it's Cool to Work Here: Money for School!" around the office.

YOUR PARTNERS AT CBRE GLOBAL INVESTORS AND PROPERTY NAME VALUE YOU.
Providing tuition assistance is one of our many ways of showing it. Submit your information today!

WINNERS WILL EACH RECEIVE A **\$1,000** CHECK MADE OUT TO THE COLLEGE OR UNIVERSITY OF THEIR CHOICE.

QUESTIONS? CONTACT FIRST LAST NAME at +1 XXX XXX XXXX or FIRST.LASTNAME@cbre.com

ELIGIBILITY BASED ON:

<p>Employees who:</p> <ol style="list-style-type: none"> 1 Have worked at Property Name for a duration of at least one year. 2 Are currently attending college or who plan to attend college 3 Have acquired acceptance 	<p>OR</p>	<p>Children of employees who:</p> <ol style="list-style-type: none"> 1 Are within their junior or senior year of high school 2 Are currently attending college or who plan to attend college 3 Have acquired acceptance
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- Run through September
- Updated materials in Canva
- Post in Host/Social Media
- Collect essays, determine your selection, have AM approve
- Collect confirmation of school and check request to property
- Announce winner in October

Host Update

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Host Update

Two rolled out and six to go!



Updates

- Have rolled out 150 NM and Warner
- Goal is to complete eight rollouts by EOY
- Will provide budget direction in Guidelines if considering in 2020
- Challenge is initial downloads, encouraging tenant adoption and current content
- Items in-process to improve functionality:
 - HID/Access Control
 - Workspace integration
 - Food and Beverage/Marketplace Integration

2018 Kingsley Scores and Action Plans

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Awesome job!



Awesome job this year!

4.49 compared to KI average of 4.34!

- **And 71% response compared to 67% last year Testament to all your hard work – Thank you!**

Will be reaching out to each of you individually over the next month to create Action Plans

No Cost/Low Cost Events

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No Cost/Low Cost Tenant Events

Activation can be fun AND affordable!



Join us today from 2:00-3:00 in the 750 Lobby

We will be serving complimentary fresh popped Popcorn, Snacks and Refreshments.

Exciting raffle for today. Alive@5 concert series for the July 18th show. Which features: 98 Degrees



Hope to see you all there!



In-addition to our big events, how do we continue to keep the building affordably activated?

Scott - Stamford Towers

Jordan - 8750 NCX

Garrett - Stadium Tower

are going to share some fun, low-cost event ideas



The effects of Stress at Work

- ❖ Blocks creativity, inspiration, and mental clarity
- ❖ Damages relationships with others, which negatively impacts teamwork
- ❖ Can cause insomnia, which leads to a decrease in new thinking, inspiration, and innovation
- ❖ Can cause anxiety, which can make it difficult to

Fall Events/2020 Calendar/Budget Considerations

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Time to start planning!

What are you hosting this back to school and fall?

Fun ideas for September and October:

9/2 – Labor Day – Celebrate social and economic achievements

9/5 – National Cheese Pizza Day – *needs no explaining...*

9/16 – National Working Parents Day

9/28 – National Good Neighbor Day

9/29 – National Coffee Day

10/5 – National ‘Do Something Nice Day’

10/16 – Global Cat Day

10/31 – Halloween (falls on a Thursday this year)

Time to start planning!

Time to start thinking about your events calendar for 2020

Based on your building's budget, create a calendar of events throughout the year:

- **Goal is to have one event/activity per week**
- **Blend of larger events with smaller LC/NC events**
- **Seek pricing and consult with your property team for direction, meet internal budget deadlines**
- **Begin collecting your thoughts and pricing, I will send you a template**

Calendar of events will help create content for Host/social media – 3 posts per week

Guidance: One/two posts of an event at the building

One post of an event in the city/neighborhood

Switch it up, share the responsibility weekly with other team members

Budget Considerations

Time to start planning!

As you create your budgets and work with your property team, make note of processes and procedures:



HOW TO.....

YARDI (ABF) BUDGET – CLIENT SPECIFIC INCLUSIONS

OVERVIEW

BELOW ARE BUDGET INCLUSIONS SPECIFIC TO CBRE GLOBAL INVESTORS. A THOROUGH REVIEW OF THE PROPERTY BUDGET INCLUSIONS AND ASSUMPTIONS INCLUDED IN **GLOBAL STANDARDS 8.2** SHOULD ALSO BE REFERENCED WHEN PREPARING THE BUDGET. NOTE: CBRE IS AN AFFILIATE OF CBRE GLOBAL INVESTORS. ANY FEE PAID TO CBRE MUST BE IN A G/L ACCOUNT THAT CONTAINS THE LETTERS CBRE IN THE ACCOUNT

NAME (PLEASE NOTE THE ACCOUNTS BELOW WITH THE CBRE LOGO)

System (if applicable)	Logo	G/L Account	Account Name	Description
		4010-0100	Amortization of Patent Documents	Towards the new granted Five Year from the prior ownership are detailed on the filing provisions. In addition to indicating the new in account 4010-0100 a corresponding entry will need to be made in account 4010-0100 with a possible amount. The five entries combined should not exceed \$100,000.
		All Expenses	All Expenses Type	Expenses that exceed \$10,000 included in the budget as a one-time expense should include a description of "one-time". This will enable the auditor to understand recurring items vs. One-time when entering the budget to the ABUS model.
	CBRE	5000-3000	Engineer / Maintenance / House Building (M&M) - CBRE	* CBRE is the provider of the building Engineer services, please be sure to budget in this account and to expense wages paid to "CBRE Technical Services" for Engineering and Maintenance Personnel. * Cost of Employment - Note that you will need to budget the additional 2% above the actual cost of employment for all CBRE Tech employees (2.5% O & A and 2.5% Profit). * Please make sure to budget for three (3) pay periods in May and November . You should budget for these in the actual months they occur based on actual accounting. * Bonus should be budgeted in December.
	CBRE	5000-2000	Security Services - CBRE	* CBRE is the provider of your Security Services, please be sure to budget in this account set up to capture wages and fees paid to "CBRE Security and Crime Management". This ONLY applies to contracts with CBRE.
	CBRE	5000-4000	Landscaping Services - CBRE	* CBRE is the provider of any Landscaping or Landscaping consulting, please be sure to budget in this account set up to capture Landscaping Design and Monthly Service fees paid to CBRE and affiliates. This ONLY applies to contracts with CBRE.
	(System)	5000-0100	Property Taxes	NOTE: In the former section for CBRE Global Investors. A report will be completed to project real estate taxes for the budget year. This report is being sent to your asset manager. Please contact your asset manager to obtain the numbers to include in the budget.
	(System)	5000-0100	Property Tax Advisory Consulting Fee	NOTE: Fee is \$250/year. The one-time setup fee is \$250. (Only budget \$250 for the year of acquisition)
	Insurance	5010-0100 thru 5010-0100	Insurance	The expenses for CBRE Global Investors to budget a 2% increase for Property Insurance and a 2% increase for Liability Insurance (including Reliance) over the current premiums. This increase is effective March 1. Please be sure the budget details increases in each insurance category and reflects the current monthly expense for January and February and increase expense for the rest of the year.
	CBRE	5000-2000	Admin Staff Services & House CBRE	* Cost of Employment - Note that you will need to budget the additional 2% above the actual cost of employment for all CBRE and CBRE Tech employees (2.5% O & A and 2.5% Profit). * Please make sure to budget for three (3) pay periods in May and November . You should budget for these in the actual months they occur based on actual accounting. * Bonus should be budgeted in December.
		5000-2000	Admin Office Staff (non-union)	The expenses for Building Management Office is ONLY recorded as an expense adjustment. This should NOT be included in the budgeted expenses. See Expense Adjustments in the Total Budget Instructions for further detail.
	CBRE	5000-2000	Admin On-Site Office Expenses - CBRE	To capture miscellaneous items paid to CBRE such as Auto Fuel and Cell Phone expenses. NOTE: If any property has an expense card.

Few key items:

- Host teams – Garin to confirm pricing for initial Rollout groups individually. The set-up cost and recurring fee to be coded to – 5600-3000
- Confirm that you have received and processed annual Marketing invoices and 2020 guidance
- Updated materials – work with your property team and AM on if any updated materials should be considered
- Look for timing direction from Pam and James and work with your property team to provide all information timely

Vendor Partnerships

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Vendor Partnerships

Groups to consider when searching for a vendor



Jill Langis

jilllangis@comcast.net

All things A&B and branded



Mari Silipo Cook

mari@turningart.com

Customized art rentals and rotating art programs



Yvan Miklin

yvan.miklin@aquilaltd.com

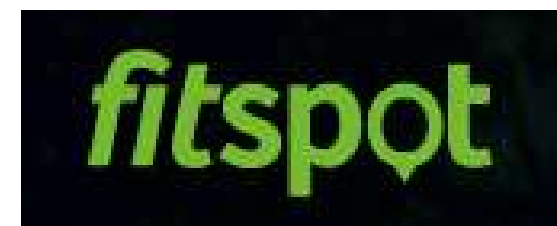
Fitness provider and gym consultant



Lawrence Brown

lbrown@net-tech.com

Wi-fi, cabling, riser mgmt. telecom mgmt.



Jonathan Cohn

jonathan@fitspotwellness.com

Fitness provider – tailorable to your need

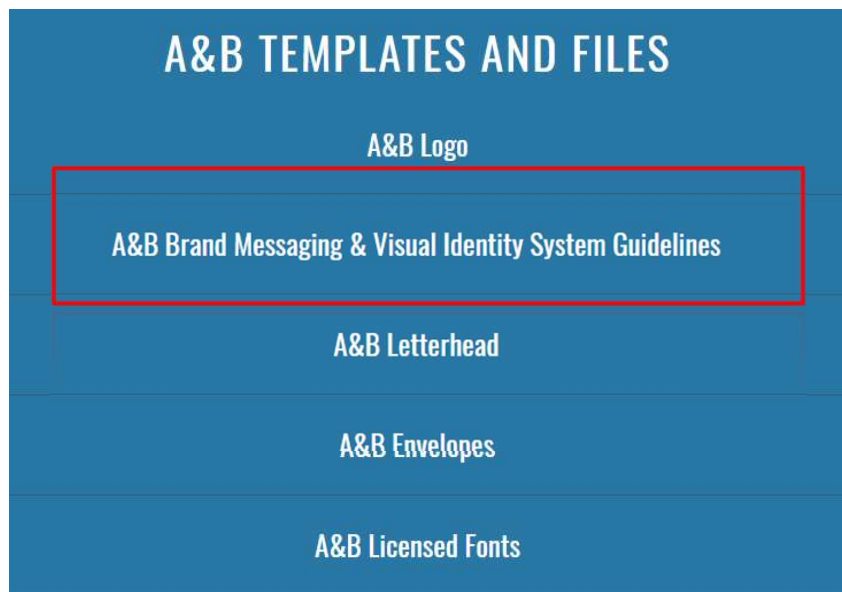
Canva and Portal

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A&B Property Materials

Available on the Portal – aboveandbeyondforbusiness.com, Properties, A&B Manager Log-in, Password: a&b



All logos, brand design guidelines (including colors and fonts), letterhead and envelopes are all loaded into the Portal and ready to be used or provided to a vendor for production

Signage production is typically local with a vendor of your choice, but Eve and I can assist in design and helping source a vendor if-needed

A&B Property Materials

Canva

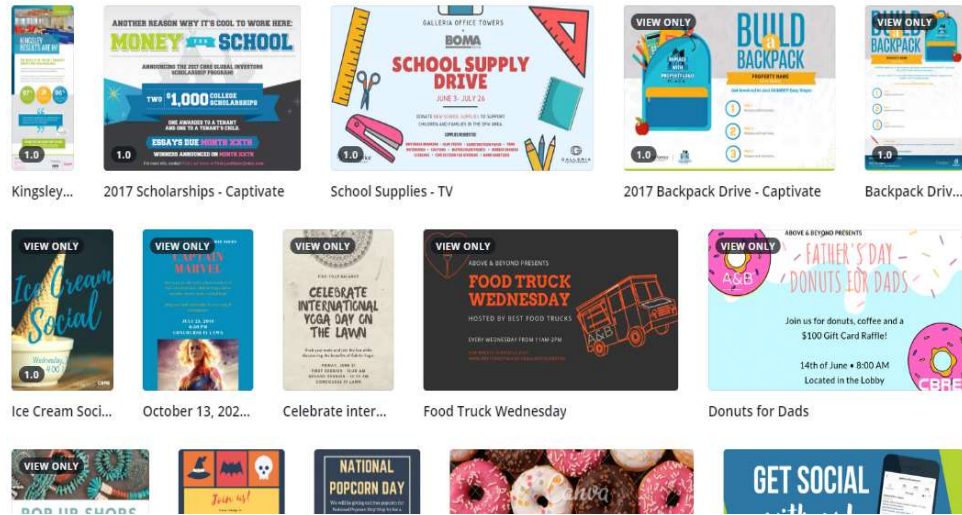
GN Garin North
A&B

Create a design

Design School

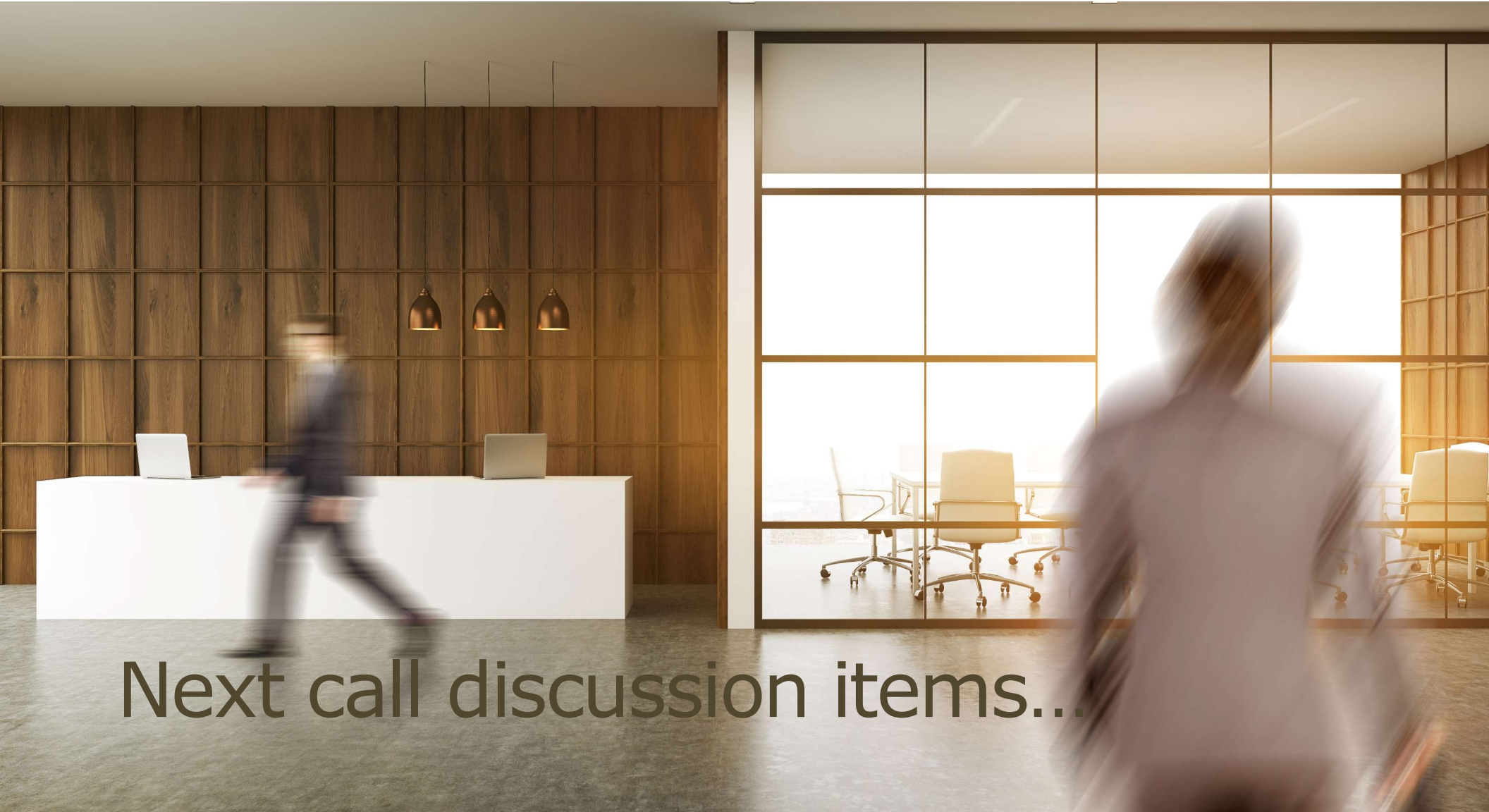
A&B

- Folders
- Shared with you
- Team templates
- 5-Star Templates
- A&B Templates**
- Archived Designs
- Kingsley Communicati...
- Trash



Canva has been cleaned-up a bit, so a few new folders

Let me know if you need access!



Next call discussion items...

Next call discussion items...



Compile 2020 budget detail for A&B

Discuss EOY A&B stats for national compilation

Review results of the Backpack Drive

Update on Kingsley Action Plan

www.aboveandbeyondforbusiness.com

THANK YOU!

A&B
