

5-Star Service
WORLDWIDE

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CBRE
GLOBAL
INVESTORS

June 5-Star Worldwide Managers Call

- Welcome and Roll Call
 - Connie Muramoto, Foothill Plaza,
 - Jason Koner, 201 and 271 17th Street, Atlanta
- Social Media
- Best Practices: Three Ravinia tenant portal
- Kingsley Overview and Ideas for Building Promotion
- Q and A
- For June Call
 - Get pinning! Thank you Joanna
 - Action Plan updates available on STAR Conference website
 - Conference/Fitness Center Usage: Look for survey email coming soon

Welcome and Roll Call

| | |
|-------------------|--|
| Alexis Konopisos | Foothill Plaza |
| Alison Lee | 50 West |
| Alysa Gustafson | 161 North Clark |
| Carolyn Broner | Wilshire Landmark |
| Chrystal Montes | 400 South Hope |
| Courtney Bhenderu | Marathon Oil Tower |
| Donna Benbenek | Pacific Plaza |
| Greer Worthington | 181 West Madison |
| Heather Paciotti | 333 South Seventh Street |
| Joanna Scianna | One O'Hare Centre |
| Katy Bennett | Tollway Plaza |
| Kesha Martinez | Tustin Centre |
| Kristin Olson | Atlanta Plaza |
| Linda Baier | Premier Place |
| Liz Thomas | Foothill Plaza |
| Marlene Becker | Pacific Plaza |
| Mary Dart | Three Ravinia |
| Megan Montgolf | 271 17th St. (Atlantic Station) 201 17th St. (Atlantic Station) |
| Patricia Harper | The Towers at Wildwood Plaza |
| Sarah Mainord | Signature Exchange |

Latest 5-Star Spotlights

- Atlanta Plaza Tour Follow Up / 5-Star Thank You



Kristin,

I got the box of juices just after lunch. That is the best gift I've gotten as a broker. I'm big on juicing and now I'm fully stocked for the week. However, the most priceless part of the whole experience was our market leader John O'Neill taking a huge gulp of the Gringo and almost spitting it out. He was not ready and is now complaining of terrible heart burn.

I'm glad you are getting settled in up in Buckhead and it sounds like the perfect time as things are going really well for Atlanta Plaza. I hope to see you guys again soon.



Best Practices: Three Ravinia Tenant Portal





CBRE's GLOBAL SOCIAL MEDIA PLATFORM

- CBRE Five-Star Worldwide Manager Call

Larry Koestler, Digital Marketing Manager

- June 13, 2014

CBRE

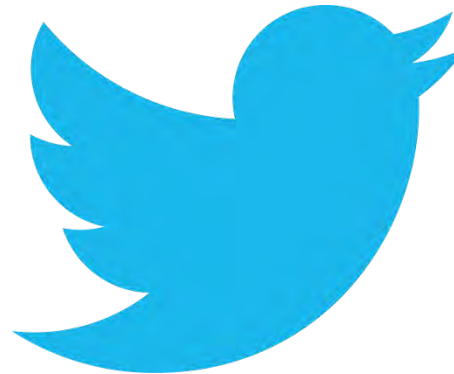




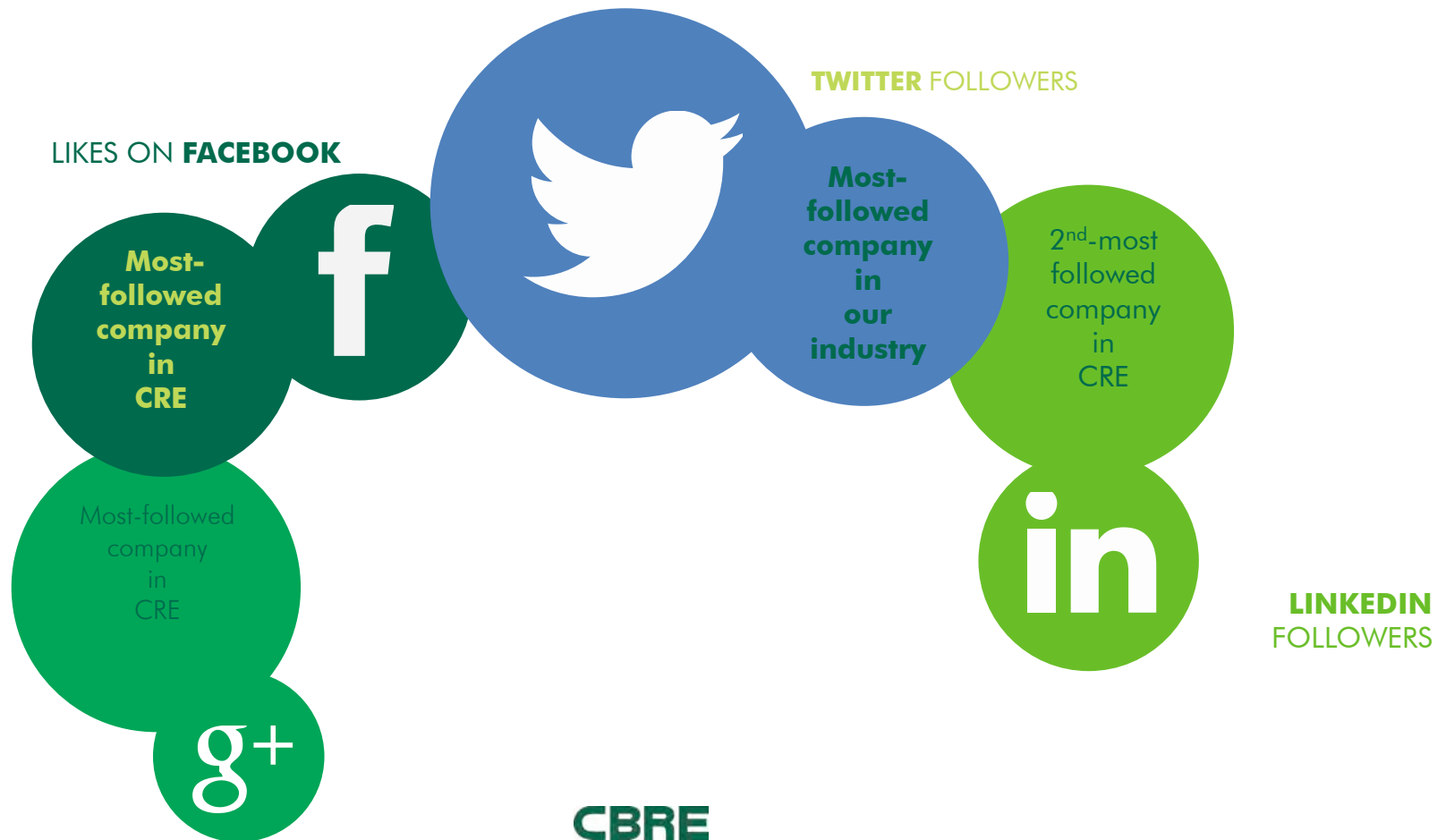
CBRE's global Corporate Social media



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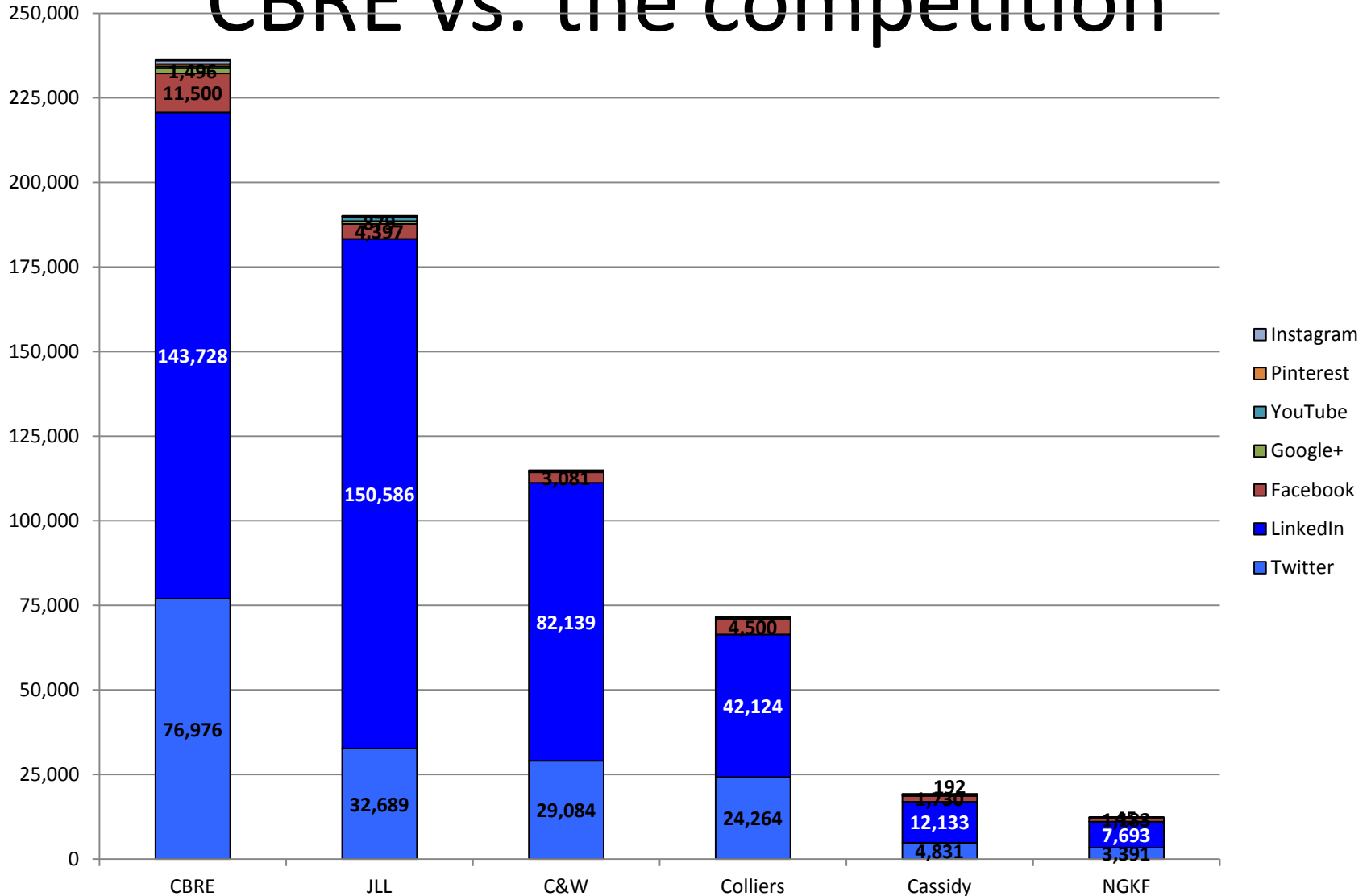
CBRE SOCIAL MEDIA STATS



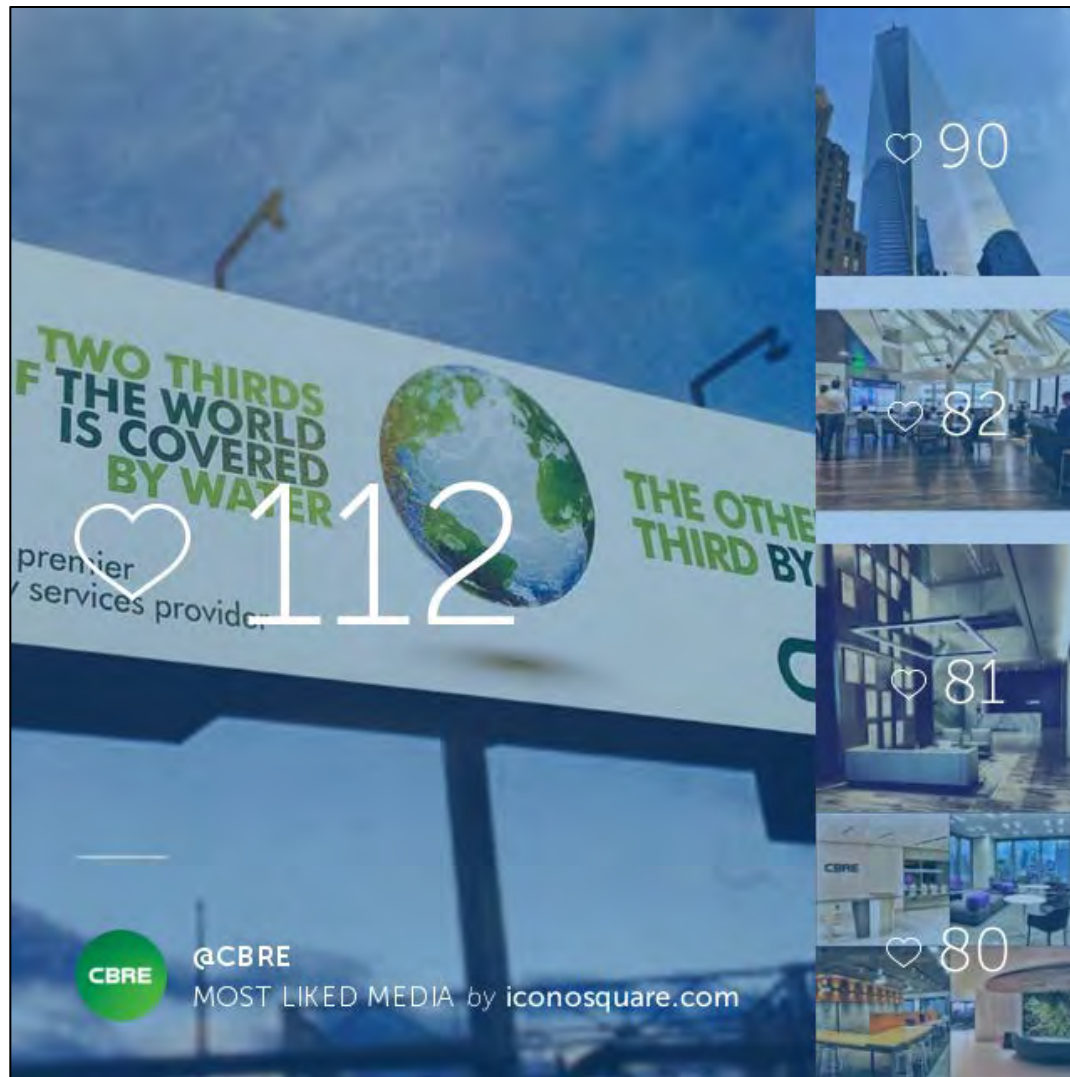
CBRE is the 9th-most-followed B2B company in the Fortune 500.

CBRE has nearly as many Twitter followers as our top five competitors—JLL, C&W, Colliers, NGKF & Cassidy Turley—combined.

CBRE vs. the competition



instagram



Driving engagement

HubSpot | Inbound Hub

Marketing Where They Don't Belong? 5
B2B Brands Driving Results With Instagram

 **SocialMedia.org**
@SocialMediaOrg

 **Following**

BtoB brands like [@CBRE](#) [@Cisco](#) [@generalelectric](#) + more are driving results and engagement with [#Instagram](#):
wom.us/1hA6XxJ [#BigList](#)

 Reply  Retweeted  Favorited  Pocket  More

 **HubSpot**

Marketing Where They Don't Belong? 5 B2B Brands Driving Results With...

Don't think your B2B company should utilize Instagram? Think again. Check out some well-known B2B brands benefiting from the medium.

[View on blog.hubspot.com](http://blog.hubspot.com)

56
RETWEETS

4
FAVORITES



11:35 AM - 10 Oct 13 [Flag media](#)

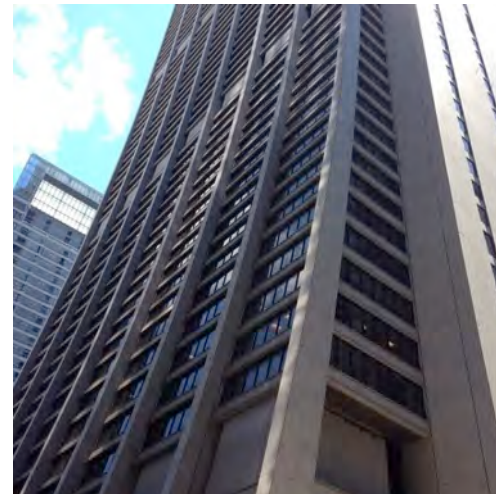
Brand Marketing

Not only do B2B brands use Instagram as a culture and recruiting hub, but there are also companies like [CBRE](#), [General Electric](#), and [Cisco](#) that are successfully using it for more generalized brand marketing.

CBRE, a commercial real estate services company, has been getting strong engagement by posting pictures of its various buildings throughout the country. GE has been uploading photos of its various jet engines in various stages of construction – from the factory floor to installed and in action on a 747. As for Cisco? The company posts content that promotes itself in numerous ways pretty regularly.

To understand how these brands are finding success on Instagram, we first have to look a bit closer at their photos. These particular brands are religious about one thing: **hashtagging**.

For example, CBRE posted a picture of Chase Tower (below) with the comment: "[#ChaseTower](#) [#Chicago](#) [#downtown](#) tallest building inside the [#el](#) loop tracks." The use of multiple hashtags helps expand the company's reach on Instagram (and the interesting photo of the structure helps as well).





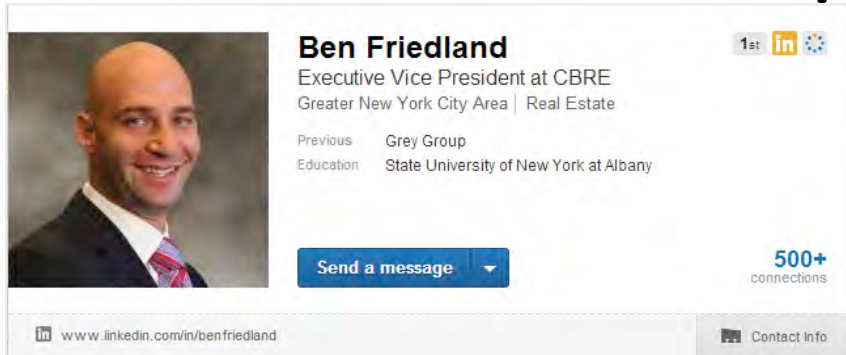
Targeted campaigns

- **CBRE's #OfficeOfTheFuture takes social flight**
- In October, The LA Times' reporter Roger Vincent wrote a terrific story about CBRE's brand-new "Office of the Future" at the company's new headquarters in Downtown Los Angeles, entitled "The concept of an "untethered office takes root." A series of tweets surrounding the article along with a panorama of the office were published throughout the day by @CBRE and @CBRESoCal using the hashtag #OfficeOfTheFuture.
- The tweets yielded 612 total clicks, 20 favorites and 159 retweets in just one day—netting a one-day total of 1.3 million Twitter impressions, this represented 8% of CBRE's aggregate total of 17.1 million impressions for the month of October. Roger Vincent himself told CBRE's Christy Ingle that the story was, by far, his most tweeted/retweeted ever. The article and photo also made waves on CBRE's Facebook and LinkedIn pages, reaching more users, generating more clicks, comments and shares on average than the previous 10 posts combined on both mediums.

twitter | Case Study

- **CBRE Atlanta's creative use of Twitter helps win Avalon leasing assignment**
- CBRE Atlanta's marketing team of Angie Leccese, Bridgette Bonner, Amy Puckett and Liz Shapiro were charged with developing an unconventional deliverable with a fast turnaround. With two days of production time, the team crafted social media savvy content for a pitch to win the leasing assignment for 108,000 sq. ft. of office loft space at Avalon, an 86-acre \$600 million mixed-use development opening this fall in suburban Atlanta.
- The team knew North American Properties' (NAP) Managing Partner Mark Toro was active on social media, so they created a private Twitter handle, @CBREAvalon, that was viewable only to Toro, NAP Director of Investments Tim Perry and the three brokers involved in the pitch. Tweets were coordinated in advance to ensure that the core message conveyed that CBRE understood and was passionate about the Avalon brand; recognized the sense of urgency; and NAP's goals would be met through this team and the CBRE platform. CBRE's leasing team won the business in no small part due to the unique social media efforts of the CBRE Atlanta marketing team. CBRE Atlanta Designer Amy Puckett later created a website teaser incorporating the tweets and main messages for the pitch, and Designer Liz Shapiro created an ENGAGED presentation, which included a slide illustrating "future tweets" assuming CBRE won the business.

LinkedIn | Case study



- Ben Friedland, an Executive Vice President in New York City, is one of CBRE's leading social networking sales professionals.
- An active user of LinkedIn, Ben noticed that one of his connections was connected to a professional at Manhattan law firm Kobre & Kim. Ben knew Kobre & Kim would be an excellent fit at a Midtown availability one of his colleagues had on the market. Ben asked his contact to connect him with Kobre & Kim. By following this warm lead, Ben was able to connect with Kobre & Kim, a company he previously had no contacts at, and ultimately not only leased the law firm space, but was able to turn them into a long-term client.
- "Of all the social media tools, LinkedIn remains my favorite. For any company/person I'm interested in meeting with, the first thing I do is check LinkedIn to see if I know them, or if someone I know knows them. As social media continues to integrate itself into all forms of business, I expect the value of LinkedIn to continue to grow."

LinkedIn | Case Study

- CBRE Australia's Tony Armstrong, who spearheads Australia and New Zealand's GCS Workplace Strategy practice, recently appeared in a Business Insider article regarding his involvement in Commonwealth Bank of Australia's move to Activity Based Working (ABW). CBRE Australia posted the story on both LinkedIn and Twitter with a link to the article, which led to Tony being approached via LinkedIn by the NSW Government Architect's Office to lead the change management for its transition to ABW at 52 Martin Place, Sydney. This is a ground-breaking project in the Australian public sector—as well as a prestigious project for CBRE— and is expected to provide fees in excess of AU\$133,920.
- Additionally, CBRE Australia's Frank Oliveri, Senior Director, Capital Markets, Western Sydney, noticed on LinkedIn that one of his contacts was connected to the receiver of a property he was hoping to market. Frank asked for this contact to recommend him as a connection, sent a personal message to the receiver, was asked to pitch for the appointment and ultimately won the assignment.
- And Australia's Tim McKinnon, Associate Director, Agribusiness, Victoria, was contacted by an owner in Canada that had a dairy farm in Victoria he wanted to sell. The owner used Google to find an agent, and Tim—who took the time to fully build-out his LinkedIn profile and also boasted several excellent recommendations—was at the top of the search engine results. He won the business.

• Twitter SO, What am I allowed to do?

- Individual brokers and broker teams may create Twitter profiles.
- These profiles **may not** contain the CBRE name, logo or any other intellectual company property, as they are not technically recognized as “official” company accounts.

• LinkedIn

- Individual brokers are encouraged to maintain an active LinkedIn profile and use it as a prospecting tool.

• Facebook and Google+

- Individual brokers may utilize their profiles on these platforms to attempt to prospect for business, but it is not typically recommended. No team pages are allowed on these platforms.
- Like Twitter, the CBRE name and/or logo **may not** be used in any broker-created social media account/profile.

• YouTube

- Individual brokers and/or teams **may not** launch their own YouTube channels.
- Those interested in potentially uploading their property marketing videos to CBRE’s Property Marketing playlist on its corporate YouTube channel should contact Brendon Nelson and Larry Koestler of the Marketing Innovation Studio.

• Pinterest and Instagram

- Individual broker use is permitted; however, once again the CBRE name and/or logo **may not** be used.

• Blogs

- Individual brokers and teams may create “off-platform” blogs provided the CBRE name and logo **does not** appear anywhere on the website.

• Questions: Email [Larry Koestler](#)

Twitter Tips for Brokerage Professionals

- Twitter is the world's most popular micro-blogging site, with over 500 million users worldwide. Industry news is regularly broken and shared on the site within minutes, making it an invaluable resource for CBRE offices and professionals around the globe.
- **Getting Started**
- CBRE's [Corporate Social Media Policy](#) allows brokerage professionals to do the following:
 - Create and utilize **individual** or **team** Twitter accounts.
 - Create and utilize individual LinkedIn profiles (**no team accounts are allowed**).
 - Create and utilize individual Facebook profiles (**no team accounts are allowed**).
- Professionals or teams choosing to use Twitter should follow relevant CBRE accounts (including @CBRE, the official corporate account), and use retweeting to promote individual news or property marketing efforts. Individual professional/team accounts **may not use either the CBRE logo or name in their Twitter handle, page name, avatar or wallpaper.**
- Individuals should utilize the "@FirstNameLastNameCRE" naming convention that CBRE professionals use for their Twitter handles.
- Teams should try to use their locality and specialty, i.e., "@TampaIndustrial."
- **Again, the usage of "CBRE" in a Twitter handle, LinkedIn profile or Facebook page is not permitted.**
- Please also bear in mind that your individual/team social media accounts/profiles are not considered "official" company accounts and as such, **you must include the following language in your profile bio**: "This account is not officially recognized by nor does it reflect the corporate opinions of CBRE."
- **Marketing professionals**: Please [email Larry Koestler](#) after your brokers/broker teams have created their social media accounts so that he can vet and track them.

Twitter Tips for Brokerage

Professionals

- **Best Practices**

- **Follow**. Follow [@CBRE](#) and all other local CBRE accounts (please visit [the Social Networking page on the Navigator](#) for the CBRE Local Office Twitter Directory, updated monthly). Follow both commercial real estate and general business reporters, publications, brokers, industry insiders and thought leaders on a local and national level.

- **Monitor**. Monitor your Twitter feed regularly throughout the day. Make it part of your routine, not something you “have to” do. Instead of heading over to the web site of your choice while taking a pause from something else, check out what’s going on in your Twitter feed and engage.

- **Contribute**. Tweet at least once a day; ideally several times a day. Compose tweets that are timely, informative and memorable, but not overly self-indulgent (i.e., no one is interested in what you are eating).

- **Re-Tweet**. You can further build your following and increase your readership and impact of your presence on Twitter by re-tweeting. The person who originally tweeted will see this, increasing your opportunities to interact with them. Additionally, @CBRE issues at least one Tweet per day, and all of these Tweets can be re-tweeted from your personal account, ensuring you have activity even if it is a slow news day in your market.

- **Mention**. When tweeting a press release, news article or a piece of information that contains a publication name or author, Google that person’s name along with the word Twitter to see if they have an account, and include their “at” handle in your tweets.

- “Twitter is one social media tool to help build your brand and become an expert. Over time, you can market yourself to be seen as the downtown office leasing go-to person, or whatever your specialty might be. Your content should be primarily real estate. Avoid personal tweets, such as your thoughts on the Masters or politics. You do not need to overthink your tweets—**consistent messaging is important, and takes time, motivation and dedication**. Creating your Twitter account is the easy part. Strive to be informative and insightful. Refer followers to useful articles or links and cross-link to your other social media sites such as Facebook or your blog. Remember, you’re far less important than you think—when you’re sick to death of promoting your brand, you can be confident that your brand is probably only starting to get noticed.”

- Gordon Hendry, First Vice President, Indianapolis

Twitter Tips for Brokerage

Professionals

- **Best Practices**

- **Build relationships.** Twitter is all about relationships. There is no better tool available to connect you with people that might be interested in what you have to say or offer, and who previously had no idea you existed. Take the time to curate an intuitive list of people to follow—fellow CRE industry professionals, reporters, thought leaders—listen and engage with. Don't be afraid to engage with a user even if they have thousands more followers than you do—if you have something interesting to say, they will respond.
- **Share information.** This is where a brokerage professional can really set themselves apart on Twitter. You have access to information about listings and deals. As long as you are not revealing anything confidential, Twitter can be another weapon in your marketing arsenal when it comes to getting the word out in general about your properties on the market. Sharing information adds real value and demonstrating your expertise will continue to bring people back to you as they seek additional knowledge.
- **Be responsive.** Maintain an active Twitter presence. Monitor your “@ replies” so that when people ask you questions they know they can receive a timely response. There is no greater wasted opportunity than when an individual looks to you for the answer to a question and receives silence in return. Twitter is such a fast-moving medium that they won't bother to try you again.
- **Go for the softer sell.** No one wants to be bluntly sold anything on Twitter. Instead of simply tweeting your listings, perhaps casually mention that you have space available mid-conversation to a fellow Twitterer who might be interested—always know your audience—or generate excitement about listings by motivating your community through retweet or follower-count drives (i.e., “the 10th person to retweet this listing will receive a retweet from me,” etc.) If you have a substantial following, exposure to your follower list by virtue of a retweet can help others build up their follower counts as well – followers, retweets and favorites are the digital currency of Twitter.

Twitter tips for brokerage professionals

One of the most important things to keep in mind about social media is that it is not a magical elixir. It takes time to cultivate relationships. Think back to the examples I gave about my personal life, and translate those into the business world – if you are genuinely interested in something or possess knowledge, information, etc., that others don't have and want/need, be indispensable by positioning yourself as an expert and use social media to your advantage to get what you want.

- Social media may not be worthwhile for the old guard, who have long established their rolodexes with a career's worth of phone calls and deal-making, but for the up-and-coming brokers the new tools may prove essential. For example, when I took a shot at brokerage in 2008, I had to cold call 50+ strangers a day, each of who heard from hundreds of other young brokers like me every day, and most of whose phone numbers were incorrect or disconnected. Were I starting out in the business today, the very first place I would go to is Twitter. As a platform that's free and can expose you to an unlimited number of new contacts, taking the time to get comfortable with Twitter can be pivotal for future business growth.
- And as that hypothetical new broker in need of contacts, I'm making a list of every big landlord in town and looking up their Twitter accounts/LinkedIn profiles. Even if the key decision-makers aren't necessarily handling their own social media accounts on a day-to-day basis, someone close to that person is, and you can get yourself a foot in the door by striking up a conversation over Twitter. Remember, no one's email address is publicly available, but everyone's Twitter handle is.
- Don't worry if you don't get an immediate response. In this day and age of transparency along with the entire world residing on Twitter, you can't not respond or your reputation will be tarnished in the court of public opinion.
- And if you do decide to take the Twitter plunge, remember, you don't have to go it alone! While it may seem frustrating to only have a dozen or so followers in the early going, if you have interesting things to say/properties to market, your local office Twitter handle can retweet you. In many cases our local offices have over 1,000 followers, helping to dramatically amplify the reach of your property listing to an audience that very likely might not otherwise have seen it!

Twitter tips for brokerage professionals

- Read Coy Davidson’s blog. In particular, this blog post explains why Coy, a very successful CRE broker, views social as an important part of his arsenal: <http://www.coydavidson.com/social-media/youre-that-tenant-advisor-guy/>
- Some CBRE brokers who are very adept at social media and are happy to share their thoughts and experiences:
 - **Gordon Hendry**, (317) 269-1183, gordon.hendry@cbre.com, Indianapolis -- <https://twitter.com/gordonhendry>
 - **Gil White**, (206) 292-6118, gil.white@cbre.com, Seattle -- <https://twitter.com/gilwhitecre>
 - **Jeremy Neuer**, (732) 509-2888, Jeremy.neuer@cbre.com, New Jersey -- <https://twitter.com/JNeuer19>

Remember: The Navigator is your friend

<https://navigator.cbre.com/EN/Departments/Communications%20Marketing/Social%20Networking/default.htm>

The screenshot displays the CBRE The Navigator website. The header features the CBRE logo, a search bar, and the title "The Navigator" with a "LOG OUT" link. A navigation bar includes links for Home, myOffice, myCBRE, myHR, myTravel, myPolicy, Learning, People and Places, Library, WebMail, and CBRE.com. The main content area is titled "Navigator > Communications & Marketing Menu > Social Networking".

ENTERPRISE MENU

- Service Lines
- Departments
- Resources
- CBREtv
- Contact

COMMUNICATIONS & MARKETING MENU

- Advertising
- Best of Class
- Business Development
- WIN
- Case Studies
- Company Vendors
- Contacts
- Corporate Brochures
- Corporate Information
- Events
- Finishing First
- Innovation
- iPad | Tablets
- Property Marketing
- Public Relations
- Specialty Services Marketing
- Social Networking**
- Templates
- Training
- Web Marketing
- Writing Community
- Web and Marketing Conference

SOCIAL NETWORKING

Connect with CBRE:

[f](#) [t](#) [in](#) [g+](#) [You Tube](#) [p](#) [i](#)

In an industry that thrives on relationships, it's impossible to ignore the latest wave of relationship-driven communication platforms collectively known as social media or social networking. As we speak, they are changing the way companies and their people connect with each other and their customers and CBRE is no exception.

But like all technology that enables quick and/or broad communication, it brings risk. Risk that in a hasty attempt to get a message out or a moment of poor judgment, someone can tarnish the CBRE brand, and their own personal reputation. For this reason, we have developed a new Policy and Guidelines that address these communication channels.

[Social Networking Usage Guidelines](#)
Offers common-sense guidelines on how to responsibly utilize Social Media for both corporate and personal use

[Acceptable Use Policy](#)
Governs how CBRE employees as individuals can utilize Social Media, while protecting and advancing CBRE's reputation and brand

★ [Social Networking Corporate Usage Procedures](#)
Outlines the use of social networking tools to improve our service and information offerings and advance CBRE's reputation and brand.

[CBRE Local Office Twitter Accounts | Best Practices and Tips](#)

[CBRE Social Media Strategies and Initiatives | PREA Quarterly, Fall 2012](#)

★ [Twitter Branding Guidelines](#)

[Guidelines for Dealing with Negative Tweets And/or Comments](#)

★ [CBRE Social Media Stats At a Glance](#)

We look forward to exploring these new communication channels and welcome you to join us.

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LOCAL OFFICE TWITTER DIRECTORY

★ [Local Office Twitter Directory](#)

ADDITIONAL INFORMATION

★ **Marketing Education Call | June 18, 2013:**

- ▶ [Getting Social with Larry Koestler](#) (PowerPoint)
- ▶ [Getting Social with Larry Koestler](#) (Recording; presentation begins at 3:58 mark)

Press:

- ▶ [Real Estate Firms Get a Handle on Twitter | The Wall Street Journal, December 9, 2012](#)

Useful Information:

- ▶ [Same Game/New Tools-Ben Friedland](#) (PowerPoint)
- ▶ [Same Game/New Tools-Ben Friedland](#) (Recording)
- ▶ [Who's Afraid of Social Media? CRE Growing Increasingly Comfortable, Sophisticated Using Online Networks | The Lobby](#)
- ▶ [Business Etiquette for Social Media](#)
- ▶ [Social Media Tip Sheet | October 2011](#)

April 1 Conference Call

- ▶ [Call Recording](#) (Video)
- ▶ [Social Media Revolution](#) (Video)

CBRE TWITTER STORIES

[CBRE TWITTER STORIES](#)

★ August 2013 | CBRE Twitter Stories - Q3 2013 | [Link](#)

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Connect with me on [LinkedIn](#)

Kingsley Promotion



Q and A

- Shower caddies – Atlanta Plaza
- Building Facebook pages
 - [Marathon Oil Tower](#)

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For April Call

- Get pinning!
 - Thank you Joanna @ One O'Hare
- Kingsley promotion
- Action Plans now available on [STAR Conference site](#)
- 5-Star Conference and Fitness Center usage
 - Be on the lookout for online survey

