

# VALUE 6

CBRE Global Investors  
Creative Value Added Approach

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OFFICE



# MISSION STATEMENT

5-Star Worldwide starts with the premise that our people and our clients are our most important asset. **Our goal is to create a culture dedicated to providing our clients with an unparalleled tenant experience.** We achieve our goal by empowering all of our people to continuously provide market-leading services and amenities, anticipate client needs and implement creative solutions to solve them. Done right, **our buildings become vibrant communities that help our clients attract and retain the best talent and operate more efficiently.** We measure our success by leading the industry in customer satisfaction and renewals.



# 8 GUIDING PRINCIPLES



**DISCIPLINED  
INVESTMENT  
APPROACH**



**REPOSITION  
QUICKLY**



**ANTICIPATE  
TENANT DEMAND  
TRENDS**



**SELL A TENANT  
EXPERIENCE  
NOT COMMODITY  
SPACE**



**PARTNER WITH  
GREAT TEAMS  
PROVIDE INTENSIVE  
TRAINING AND  
OVERSIGHT**



**SET UP PROCESS  
FOR LEASING,  
MANAGEMENT, 5-STAR  
AND DISPOSITION**



**PROVIDE  
INDUSTRY LEADING  
TOOLS AND  
SUPPORT**



**MEASURE  
PERFORMANCE  
AND ADJUST**



# EVOLUTION OF THE TENANT EXPERIENCE

2004



**2004  
BASECAMP**

2004



**5-STAR WORLDWIDE  
IS BORN**

2005



**ADVENT OF THE  
5-STAR WORLDWIDE  
MANAGER**

2006



**INTRODUCED  
TENANT  
FUNDRAISING  
PROGRAM**

2006



**NEXT LEVEL  
TRAINING  
ROLLED OUT**

+ Conference Room in unleaseable subterranean space

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**NEXT LEVEL  
TRAINING  
ROLLED OUT**

- + Conference Centers expanded to 5-Star Worldwide Center with extended offerings
- + Fitness Centers introduced

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2006



**NEXT LEVEL  
TRAINING  
ROLLED OUT**

- + Full-time, on-site, part of management staff
- + More than just amenities
- + Introduces truly superior service to the 5-Star Worldwide offering



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PROGRAM**

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**NEXT LEVEL  
TRAINING  
ROLLED OUT**

- + Implemented tenant charitable giving initiatives
- + Nationwide program among all 5-Star Worldwide assets

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**NEXT LEVEL  
TRAINING  
ROLLED OUT**

- + MCA Associates, a prestigious hospitality training consultant, helps onboard all management and 5-Star staff in order to ensure a consistent, superior quality of service from each and every team member
- + Presentation/communications consultant works with each property and leasing team to develop property-specific value propositions and deliver a memorable, effective property tour



# EVOLUTION OF THE TENANT EXPERIENCE

2009



INDUSTRY-LEADING  
MARKETING  
SUPPORT

2011



REAL-TIME  
REPORTING AND  
ACCOUNTABILITY  
INTRODUCED

2012



COMMITMENT TO  
SUSTAINABILITY

2014



2014: EVOLUTION  
FROM FITNESS  
TO WELLNESS

BEYOND



STAYING IN TOUCH  
WITH THE FUTURE  
OF OFFICE

- + CBRE's Property Marketing Center creates targeted and customized campaigns designed to garner maximum response
- + Draws on the power of CBRE's multi-dimensional platform to achieve robust and effective results for CBRE Global Investors properties

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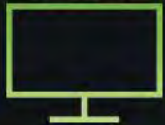


STAYING IN TOUCH  
WITH THE FUTURE  
OF OFFICE

- + Track tenant satisfaction levels on an annual basis and benchmark ourselves relative to our competition
- + LeaseFlow software delivers real-time information including the status of lease negotiations

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2014: EVOLUTION  
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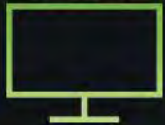
STAYING IN TOUCH  
WITH THE FUTURE  
OF OFFICE

- + All properties LEED® certified
- + 400 South Hope is Platinum Perfect: LEED Platinum certified with a flawless 82 out of 82 score



# EVOLUTION OF THE TENANT EXPERIENCE

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**COMMITMENT TO  
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2014



**2014: EVOLUTION  
FROM FITNESS  
TO WELLNESS**

BEYOND



**STAYING IN TOUCH  
WITH THE FUTURE  
OF OFFICE**

+ Focusing on nutrition, lifestyle and overall well-being

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STAYING IN TOUCH  
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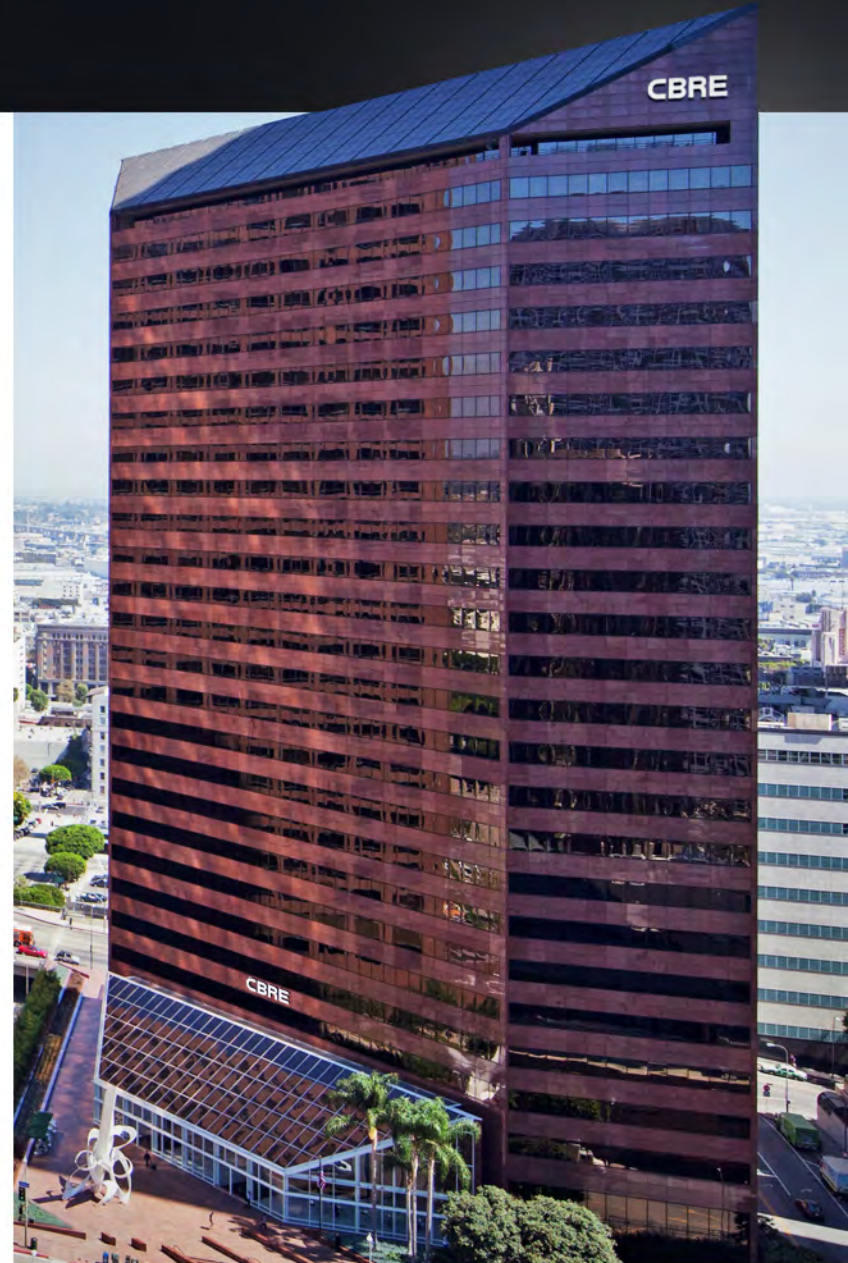
- + Taking Workplace Strategy/Flexibility to the next level: Help tenants employ strategy and technology to drive collaboration and efficiency
- + The Battle for Talent: Positioning the workplace as a lever to attract and retain talent

## INVESTMENT SUMMARY

Property Description	Class "A" Office Building
Location	Downtown Los Angeles, CA
Year Built/Renovated	1982 / 2010
Occupancy	81%
Size	701,535 SF
# of Stories	26 Stories
Holding Period	3 Years

## INVESTMENT RATIONALE

- 81% leased, Class A office building
- Located in the CBD with superior ingress/egress
- Large contiguous block of vacancy in the high rise





# REPOSITION QUICKLY

- Implemented signature 5-Star Worldwide Program
  - State-of-the-art Conference Center and event space
  - Culture of tenant service
  - Extensive high-end food service options
- \$7.2 million capital improvement campaign
  - Upgraded building systems
  - Elevator modernization
  - LEED certification
  - Valet parking
- Engaged best-in-class marketing program
  - Customized property-specific value proposition
  - Rebranded property and collateral materials
- Hired best-in-class property team





FOUR HUNDRED  
SOUTH HOPE

# SELL A TENANT EXPERIENCE

**5-Star Service**  
WORLDWIDE

HOME  
AMENITIES  
SERVICES  
NETWORK  
SUSTAINABILITY

DISCOVER  
THE VALUE OF  
MEMBERSHIP

## ENHANCING THE CULTURE OF THE WORKPLACE

5-Star Worldwide is a complimentary tenant services program unique to **CBRE Global Investors** and unique to the industry. It is designed to provide tenants at select CBRE Global Investors Class A office buildings a more enjoyable and productive work experience.

The 5-Star Worldwide program is the first and only program of its kind dedicated solely to enhancing the culture of the workplace.

Loaded with **amenities and services**, all buildings are equipped with a **5-Star manager** acting as a dedicated full-time resource and offering indispensable value to the tenants being served.

[Discover the value of membership.](#)

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**CBRE**  
GLOBAL  
INVESTORS

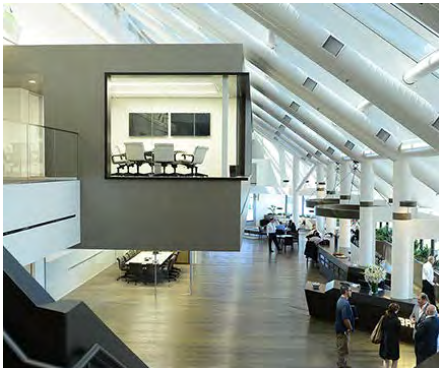


## REPOSITION THE ASSET WITH DYNAMIC MARKETING MATERIALS





# CAPITAL IMPROVEMENTS



# RESULTS

- Class A Trophy office building
- Physical repositioning complete
- Market-leading work environment
- 92% leased
- Positioned for maximum resale value