

Eve Chambers

5-Star Worldwide

CBRE
GLOBAL
INVESTORS

Key Takeaways

- Demonstrate high impact, visible change – communicate the brand
- Speed of execution – leverage your resources
- Culture is key – training and sharing best practices



5-Star Worldwide

Separates us from the competition



Demonstrate/Communicate High Impact, Visible Change

VALUE MULTIPLIED

5-Star Savings for Company Home

Monthly Contribution for 40 employees: **\$27.00**

5-Star Conference Center On Site = Efficiency

Monthly Contribution for 40 employees: **\$27.00**

Annual savings per office: \$1.00

LEED® Certification = Employee Wellness

On average, employees who work in LEED buildings work in a healthy, sustainable environment.

Annual savings per office: \$0.20

Cafe & Restaurants On Site = Productivity

Employees who get up to go to a nearby cafe instead of the parking lot are more productive.

Annual savings per office: \$3.01

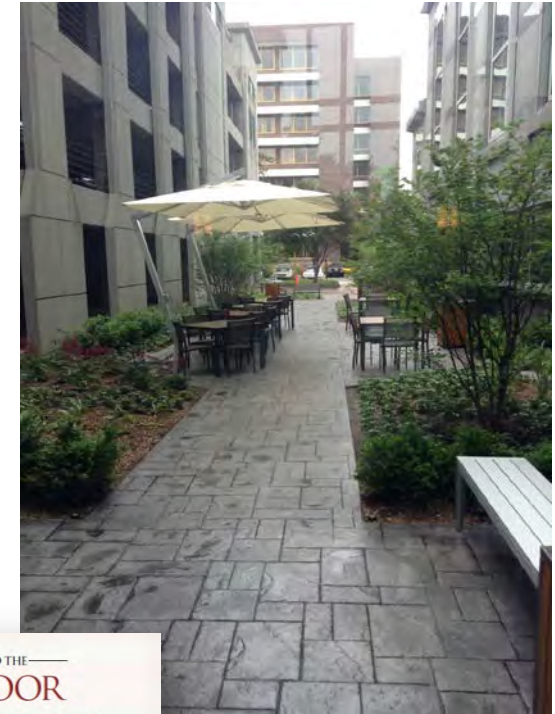
5-Star Worldwide = Cost Savings

Save \$100 per year on your 5-Star membership by using the 5-Star Worldwide program. This program allows you to use your 5-Star membership at any of our 5-Star locations worldwide.

Potential Savings:

\$91,000.00 per year
\$4.10 per office

5-Star Service



5-STAR WORLDWIDE SIGNATURE TENANT SERVICES AT 400 SOUTH HOPE. THE FIRST IN LOS ANGELES.

LET US EXTEND YOUR TEAM. OUR 5-STAR WORLDWIDE MANAGER PROVIDES:

- Responsibilities for travel planning
- Laundry & house and other professional maintenance opportunities
- A fully stocked cabinet of travel supplies
- All event planning support including design, printing, and on-site event management of customer and other visitors

400 SOUTH HOPE IS GOING GREEN. IT'S THE RIGHT THING TO DO FOR OUR TENANTS, AND THE ENVIRONMENT.

CBRE Global Investment purchase LEED® Certification for every company in its portfolio. On average, LEED buildings provide:

2.88 FEWER SICK DAYS*

24% ENERGY SAVINGS*

74% IMAGE IMPROVEMENT*

400 SOUTH HOPE

CBRE

WELCOME TO 190 SOUTH LASALLE.

From the lobby entrance to the private library lounge, we've created an extraordinary atmosphere that offers the ideal location for considering business, or making one.

What can we do for you today?

When you make meeting space at a great price, consider an extraordinary location. 190 South Lasalle is a great place to meet, and we'll help you make your meeting space a great place to meet.

WELCOME TO THE 40th FLOOR.

- Two conference rooms
- One boardroom
- Exclusive private library

All are located on the top floor within our Conference Center, part of the exclusive 5-Star Worldwide program and ready for your tomorrow just in time.

CONFERENCE ROOMS

The Adams and Lasalle Conference rooms feature contemporary and professional decor including a built-in play and play program and large screen. And, they're both equipped with 5-Star Worldwide technology.

THE BOARDROOM

In addition to contemporary and professional decor, this boardroom is equipped with video conferencing capabilities.

THE LIBRARY

Available, The Library With rich oak wood, a high-end lighting, and an amazing view of the city, this is the perfect place for a quiet meeting.

What can we do for you today and an amazing view from the 40th floor, The Library is a truly distinctive space unique in Chicago.

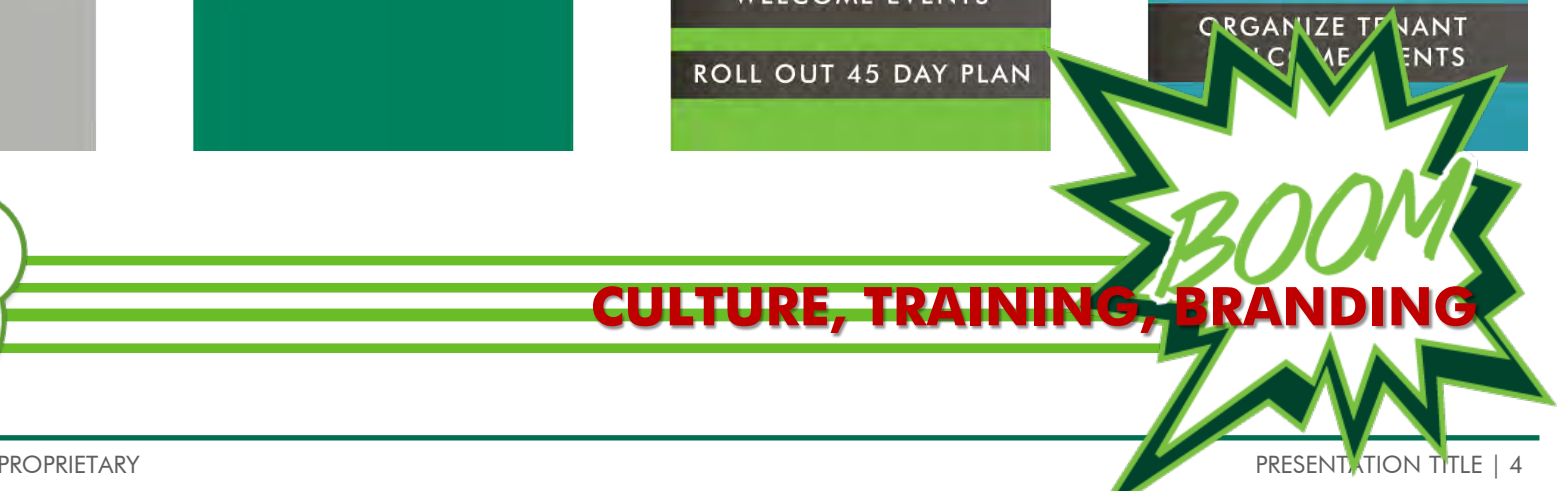
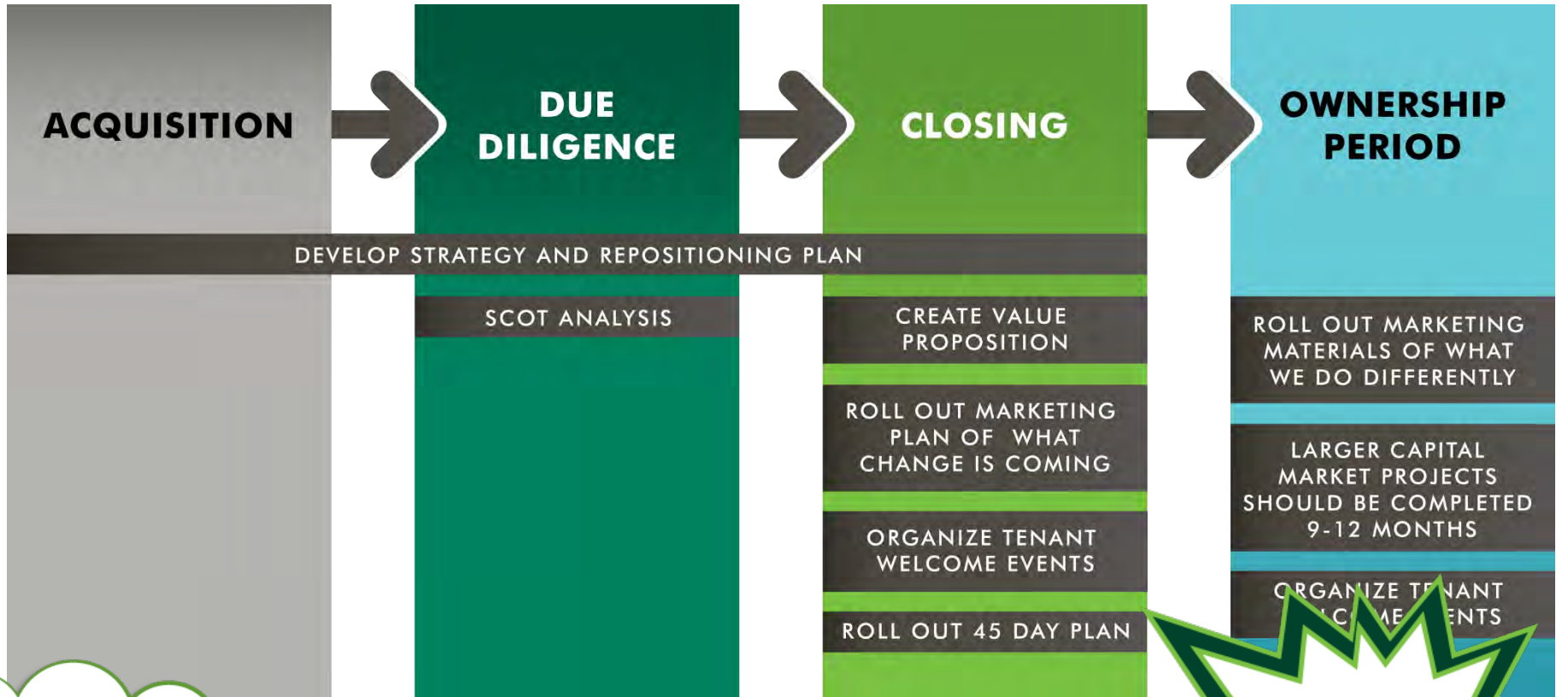
WELCOME TO THE 40TH FLOOR

ADAMS AND LASALLE CONFERENCE ROOMS

Adams Conference Room
 Lasalle Conference Room
 Boardroom
 Library

YOUR CUSTOMIZED SPACE

Speed of Execution



CULTURE, TRAINING, BRANDING

Leverage your resources

“Old” Marketing Process:

- + Utilize local resources embedded in local brokerage offices

“New” Marketing Process:

- + Leverage CBRE Americas Marketing platform
- + Dedicated LA-based marketing leadership and an award winning creative team that has national “chops”
- + Customize creativity to increase visibility. Elevate brand awareness within the brokerage and user community

Property Marketing Center



Specialty Teams and Centers of Excellence



Culture is Key

- Hire the best property management and leasing teams in the market
 - 5-Star Worldwide is not just an amenity base, it is a philosophy and way of doing business
 - The foundation of the 5-Star concept is tenant satisfaction and a standard of excellence
 - Each team member is a touch point for delivering this standard of excellence
 - Hold ourselves accountable with the annual Kingsley benchmark survey
- Train the team so that everyone is focused on the same end goal – maximizing value
 - Master Connection Associates Training – bringing the 5-Star hotel concept to the office environment
 - Gary Collins Communications Training – our prospect tours demonstrate we do business differently
 - Vicky Medvec Negotiations Training – matrix negotiations pulls the discussion away from just talking about price
 - Onsite Peer-to-Peer Training – share best practices amongst various properties and markets
- Foster an environment that rewards and encourages innovation
 - Create an environment where each team member is challenged to think like an Investment Manager or CEO of the property
 - Quarterly Regional Onsite Meetings – streamlining processes, and give the team the autonomy to explore new ways of doing things.
 - Quarterly National Leasing Calls – share new ideas and success stories

CASE STUDY: One O'Hare Centre

Results

- Rebranding - *Complete*
- Implement a \$4.4 M capital improvement campaign.
 - 5-Star Worldwide Conference Center – *Complete*
 - 5-Star Worldwide Health Club & Wellness Center – *3Q13*
 - Deferred capital items – *Ongoing*
 - Elevator modernization – *Underway*
 - LEED certification – *Complete*
 - HVAC Upgrades – *Ongoing*
 - Exterior Courtyard Landscaping – *Complete*
 - Facade caulking – *3Q13*
 - Update fire/life/safety system – *Complete*
- Engage a new leasing team, aggressively market strength of new ownership and ability to execute at market lease terms. Address near term rollover.
 - Colliers Leasing team engaged
 - Spec Suite Program Launched
 - Outperformed the market for two consecutive quarters. 11,600 SF of positive absorption in a market with negative absorption.
- Conference Center revenue has increased by 150%.
- Hosted successful tenant open house. 250 of 500 employees participated.



CASE STUDY: One O'Hare Centre

One O'Hare Center, Rosemont, IL Analysis & Action Plan



Property Profile:

One O'Hare Centre is a trophy asset and widely considered to be one of Chicago's premier suburban office buildings. Proximity to O'Hare International Airport and Chicago's CBD is the key feature of the property and the genesis of the entire submarket. The O'Hare market's central location is a competitive advantage over other suburban Chicago markets. Since 2000, over 35 tenants have relocated to the O'Hare submarket, representing over 1.6 million SF in new, net absorption from other markets.

380,360 RSF, 92% leased
 Class A, 12-story building
 31,700 SF Floorplates
 Major tenants: Reyes Holdings, Colliers International, First Union Rail Corporation, Sungard Recovery Services

Leasing Team:

Steven Kling, Collier's
 Francis Prock, Collier's

Asset Service Team:

Kevin Halm, CBRE

Marketing Team:

Eve Chambers, CBRE
 Danny Barrett, CBRE
 Kenneth Weaver, CBRE
 Lindsey Donnell, CBRE

SCOT Report

STRENGTHS	CHALLENGES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Recognized as the top-tier Class A office building in the submarket Located on primary transportation arteries and near O'Hare International Airport Free shuttle bus service to O'Hare International Airport, the River Road CTA Station, the North Central and North West Metra Rail lines and nearby hotels Large number of area amenities including 65 restaurants in a 1.5 mile radius of One O'Hare Centre Stable, institutional ownership 31,700 SF large efficient floor plates World-class tenant mix 89.9% leased High parking ratio: 2.9 spaces per 1,000 RSF Adjacent to the Forest Preserve District of Cook County, offering unobstructed views of the Chicago skyline from the 6th floor up 	<ul style="list-style-type: none"> Establishing 5-Star Worldwide with an unfamiliar audience Exceptionally high load factor Overall market conditions position building as the most expensive option in the submarket Significant roll in 2013 	<ul style="list-style-type: none"> Rebranding and touting \$4.3M in capital improvement benefits The building has never had a formal introduction, the last open house was in 1989 Introduction of new 5-Star Worldwide program Planned capital improvements including fitness center, 5-Star Worldwide and management office Planned high-end Spec Suites currently not available in this market Pursuing LEED® Gold certification 5-Star Worldwide reciprocity with 190 South LaSalle and other properties 	<ul style="list-style-type: none"> Only competing building in the submarket, Riverway, offers campus-like environment with retail, hotel and multiple on-site dining options Island perception – lack of on-site and nearby amenities

Proposed Action Plan:

- Create acquisition announcement and suite of interim materials allowing the leasing team to go to market immediately
- Develop an integrated marketing map featuring expected deliverables and timeline
- Create a new brand identity that leverages the existing logo but establishes a fresh look for the building in the marketplace
- Broadcast unique 5-Star Worldwide amenities and service to the marketplace
- Promote capital improvements as evidence of ownership's commitment to making this an even better property

- Highlight location and ingress/egress routes as proof of prime suburban Chicago location
- Leverage Colliers research and mapping resources for creation of maps and illustrations

Sample Marketing Ideas:

- Create a comprehensive suite of materials including print and electronic pieces that will give tenant rep brokers and potential tenants multiple opportunities to interact with the new One O'Hare Centre
- Create a robust website to allow tenant rep brokers and potential tenants to easily access and customize information that is relevant to them
- Host a building "launch" event when capital improvements are complete to reintroduce the building the area brokerage community
- Create full suite of boards for display in the building to promote 5-Star Worldwide benefits to tenants, as well as the full suite of amenities that support the claim that One O'Hare is the best building in the area

- Create campaigns around the fine finishes, good reputation and pedigree of the building to create an emotional play to businesses looking for a home that speaks to their prestige
- Promote the accessibility of One O'Hare Centre via public transportation, highways and the airport to draw in business that are on the move

CASE STUDY: One O'Hare Centre

- Signature 5-Star Center



The 5-Star Worldwide Center accommodates up to 72 people.

CASE STUDY: One O'Hare Centre

- Fitness Center becomes Wellness Center
- Personal Training
- Boot Camps
- Group Fitness
- Weight Loss & Nutrition
- Corporate Wellness
- 12 Week Fitness Challenge
- Yoga
- Pilates



CASE STUDY: One O'Hare Centre

- Value Proposition and Property Marketing Materials

- Rediscover Distinction...
Distinction is in the Details.
An all inclusive environment,
customized tenant services,
ownership committed to
tenants' success, convenient
commuting options and a
variety of area amenities.
One O'Hare Centre is truly a
place where companies thrive.



- Interim Materials
- Customized website
- Building Brochure
- Pop Up Banners
- HTML Series
- Marketing Boards
- Guerilla Marketing Pieces
- Open House Invitations
- Broker Event Invitations

