

Global Investors Marketing

Your Partner to Achieve High Performing Results

Eve Chambers

CBRE
GLOBAL
INVESTORS



5-Star Energy Surge

MARKETING MISSION



DEMONSTRATE HIGH IMPACT, VISIBLE CHANGE

Create and communicate an impactful brand



SPEED OF EXECUTION

Leverage resources and arm leasing and property management teams with the most strategic and creative marketing in the industry

- **Phased approach streamlines process**



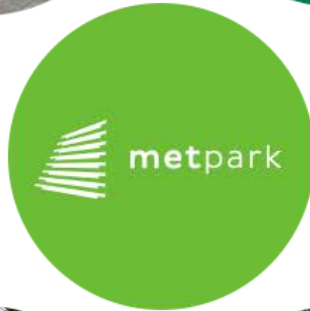
CULTURE IS KEY

Intensive training and collaboration to achieve portfolio-wide consistency for a unique tenant experience.

- **5-Star Worldwide Network and Monthly Calls**
- **MCA Associates Training**
- **Bi-annual STAR Conference**

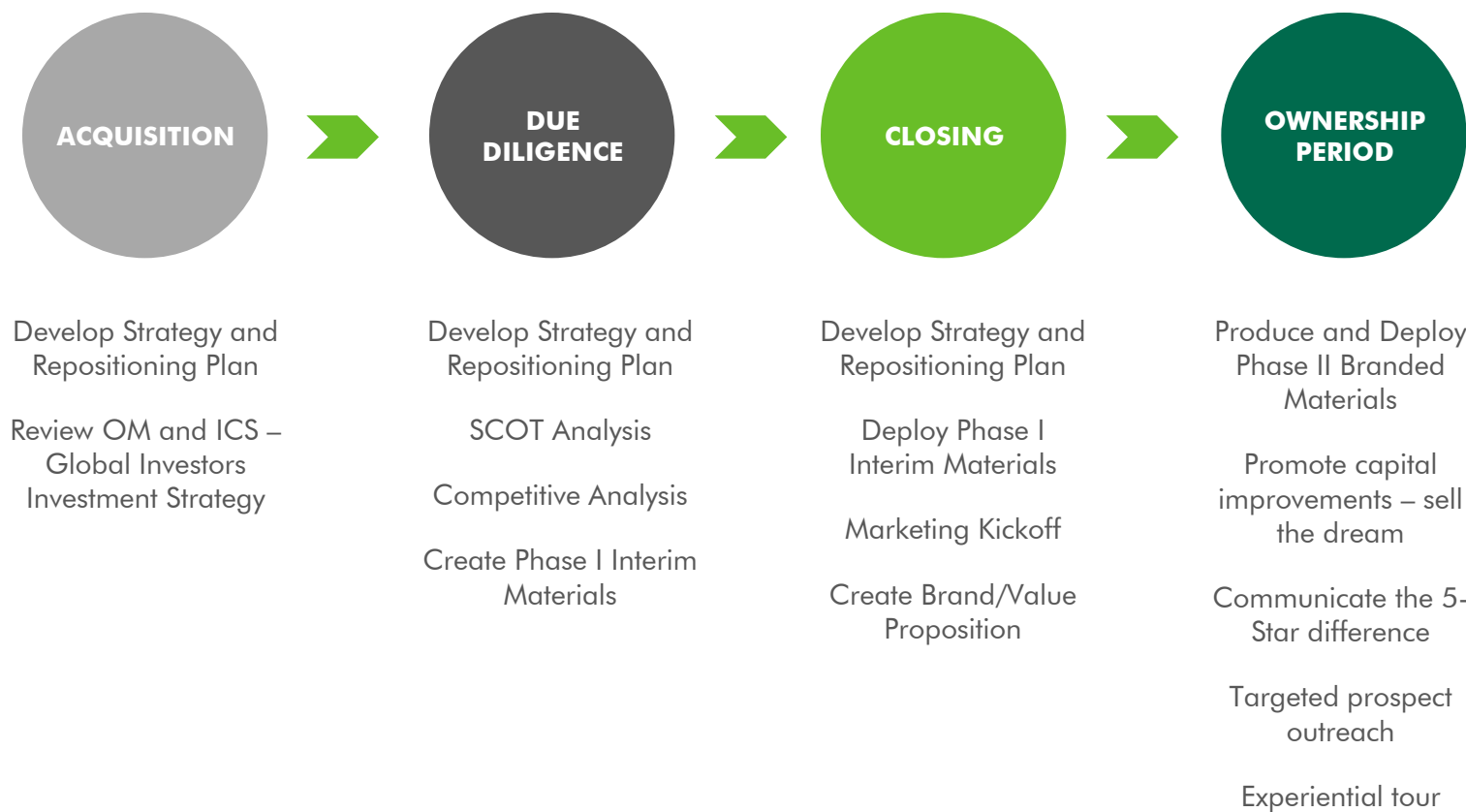
DEMONSTRATE HIGH IMPACT, VISIBLE CHANGE

CREATE AND COMMUNICATE AN IMPACTFUL BRAND



SPEED OF EXECUTION

LEVERAGING AND DEPLOYING RESOURCES – AND QUICKLY!



ABOUT THE LANDING AT MIA



OCTOBER 2014

CBRE Global Investors acquired Airport Corporate Center

11-BUILDING OFFICE PARK ADJACENT TO MIA

GOAL

Transform the tired campus into a first-class office destination with \$17 million in capital improvements. Support and promote this repositioning with impactful marketing

- 5-Star Conference and Fitness
- Open-air workspaces
- Creatively reimagined office layouts

PHASE ONE: ACQUISITION

SHOW IMMEDIATE CHANGE

1. Immediate deployment of interim materials

- Flyers
- eBlasts (New Ownership is key)
- Splash page

2. Diagnostics

- Site Visit – gather intel, meet team
- Marketing Plan/Execution Schedule

3. 5-Star Worldwide

- Introduction materials
- Integration into network materials



PHASE TWO: BRAND DEVELOPEMENT

NEW NAME, NEW LOOK

GOAL: Create a brand for Airport Corporate Center that would

1. Change perception of the asset in the market
2. Make property more attractive to creativity-driven business

Airport Corporate Center  The Landing at MIA

1. New logo
2. Vibrant brand style
3. Impactful content
 - “Where Business Takes Flight”
 - “Fasten Your Seatbelt for Workplace Innovation”
 - “Get on Board”
4. Branded golf cart
5. Water Bottles for tours
6. Garage signage
7. Monument signage wraps



PHASE THREE: DELIVERABLE EXECUTION

PREPARING FOR TAKEOFF

GOAL: Showcase campus' upcoming improvements to broker and tenant community – sell the dream!

1. Impactful renderings
2. Construction schedule eBlast
3. Pocket folder and inserts
4. Value Prop eBlasts (7)
5. Pop-Up banners (8)
6. Exclusive broker event with standout materials



PHASE THREE: DELIVERABLE EXECUTION

YOUR TICKET TO WORKPLACE INNOVATION

The Landing at MIA is recognized by CBRE Global Investors, a worldwide leader in real estate investment with rigorous, changing approach to office space.

GET ON BOARD

With an 800,000-sq-ft entrance at The Landing at MIA, we're now open to more office tenants than ever before.

- Access to a 24-hour office building with 24-hour security and services.
- 100,000-sq-ft of office space with 24-hour security and services.
- 24-hour security and services.
- 24-hour security and services.
- 24-hour security and services.

CONTACT THE LEASING TEAM FOR MORE INFORMATION

DIANE HANCOCK | **MARKET MANAGER**
 312 CORPORATE CENTER DRIVE | SUITE 1101 | MIAMI, FL 33134 | DIANE.HANCOCK@CBRE.COM

CBRE **Star Service**

FIRST-CLASS SERVICE, DAILY

WELCOME

The Landing at MIA is now open for the latest in workplace technology.

- 24-hour security and services.
- 24-hour security and services.
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- 24-hour security and services.

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CBRE **Star Service**

GET CONNECTED

Seamlessly integrated technological infrastructure equips you for speed, efficiency and unmatched connectivity.

WELCOME

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CBRE **Star Service**

FIRST-CLASS SERVICE, DAILY

Clear up for a new way to work - because the 5-Star Worldwide experience will change the way you think about your office space.

3-STAR CENTER

- 24-hour security and services.
- 24-hour security and services.
- 24-hour security and services.
- 24-hour security and services.

3-STAR MANAGER

- 24-hour security and services.
- 24-hour security and services.
- 24-hour security and services.
- 24-hour security and services.

3-STAR OFFICE

- 24-hour security and services.
- 24-hour security and services.
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CBRE **Star Service**

PRIORITY ACCESS

WHERE BUSINESS TAKES FLIGHT

You've arrived at Miami's most engaging office environment.

EDUCATION

CBRE Global Investors

LEASING PROPERTY MANAGEMENT

CBRE, Inc.

PROPERTY ACQUISITION

CBRE, Inc.

PROPERTY INTERMEDIATION

CBRE, Inc.

ACCESSIBILITY

CBRE, Inc.

PARKING

CBRE, Inc.

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CBRE **Star Service**

ARRIVE AT CONVENIENCE AND PRODUCTIVITY

57 RESTAURANTS, 90 BANKS AND 74 HOTELS

CONTACT THE LEASING TEAM FOR MORE INFORMATION

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 312 CORPORATE CENTER DRIVE | SUITE 1101 | MIAMI, FL 33134 | DIANE.HANCOCK@CBRE.COM

CBRE **Star Service**

AIRPORT WEST'S NEW DESIGN FOR SUCCESS

With \$17 million in capital improvements underway, The Landing at MIA is Miami's ultimate destination for dynamic, engaging workspaces.

DISCOVER

- 24-hour security and services.
- 24-hour security and services.
- 24-hour security and services.
- 24-hour security and services.

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CBRE **Star Service**

PILOTING YOUR JOURNEY: THE INDUSTRY LEADER

The Landing at MIA is fast becoming Airport West's most dynamic office park destination with \$17 million in capital improvements and new ownership from CBRE Global Investors.

HERE'S WHAT'S ON THE HORIZON AT THE LANDING AT MIA

- REIMAGINED OFFICE INTERIORS**
Foster creativity and innovation.
- 32,000-SQ.-FT. 3-STAR WORLDWIDE COMMUNITY/AMENITIES CENTER**
Thrive in an atmosphere of collaboration and wellness.
- UPGRADED ON-SITE DINING**
Grab a quick bite or take a stem to lunch at the new and improved Runway Cafe.

PHASE THREE: DELIVERABLE EXECUTION



PHASE THREE: DELIVERABLE EXECUTION

CAPITAL IMPROVEMENTS: PREPARE FOR TAKEOFF

Your journey to Destination: World Class is about to begin. Here's what's on the itinerary: capital improvements under way this summer at The Landing at MIA.

HERE'S WHAT'S ON THE ITINERARY:

- Q2 2023**
 - Begin interior finishes in Building 100A
 - Begin exterior finish work on Building 100A, 100B & 100C
 - Begin landscaping and site work on Building 100A
 - Construction of amenity walkways in Building 100A
- Q3 2023**
 - Begin exterior finishes in Buildings 100B and 100C
 - Begin interior finish work on Building 100B and 100C
 - Construction of amenity walkways in Buildings 100B & 100C
- Q4 2023**
 - Begin site landscaping, site work and amenity walkways in Building 100A
 - Begin exterior finish work on Building 100A
 - Begin site landscaping and site work on Building 100B
 - Begin site landscaping and site work on Building 100C
 - Begin site landscaping and site work on Building 100A, 100B & 100C
 - Begin site landscaping and site work on Building 100A, 100B & 100C

CLICK HERE → We have information about The Landing at MIA and other things you may be interested in.

DESTINATION: WORLD CLASS

INVEST THE LEADING TEAM TO GET ON BOARD:

Project Manager: **MARKET MANEAT** | marilan.marneat@cbre.com

Project Director: **MARKET MANEAT** | marilan.marneat@cbre.com

100 AIRPORT CORPORATE CENTER, SUITE 400, MIAMI, FL 33136 | **CBRE** **TheSkyline**

TO DESTINATION WORLD CLASS

Capital Improvements are Underway at The Landing at MIA

HERE'S WHAT'S ON THE ITINERARY:

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 - Begin interior finishes in Building 100A
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CBRE **5-Star Service**

AIRPORT CORPORATE CENTER IS NOW THE LANDING AT MIA

Let your expectations soar with exciting new features coming soon— courtesy of new ownership from CBRE Global Investors.

- 5-Star Worldwide fitness, conference and collaboration spaces on-site
- Personalized assistance from 5-Star Manager
- Complimentary shuttle service to/from the airport
- Walkable, interconnected pathways with beautiful landscaping
- AND MUCH MORE**

Get in Touch with your 5-Star Manager for questions about all the exciting new things to come:

Marilan Marneat
+1 305 468 8200 | marilan.marneat@cbre.com

THE LANDING **5-Star Service** **CBRE**

YOU HAVE ARRIVED AT A REVOLUTIONARY NEW WAY OF WORKING.

5-Star Worldwide uses standout amenities and services to build an integrated workplace community that promotes collaboration and wellness.

- 5-STAR MANAGER**
Your 24/7, personalized assistant
- 5-STAR FIT**
A place to refresh, recharge and refocus
- 5-STAR CONNECT**
The option to plug in on the go.

Location? Your 5-Star Manager has answers!

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AIRPORT CORPORATE CENTER IS NOW THE LANDING AT MIA. WELCOME TO DESTINATION: WORLD CLASS.

THE LANDING **5-Star Service** **CBRE**

PHASE THREE: DELIVERABLE EXECUTION



GOAL: Sell the dream with new digital technology

1. Website

- Video and movement
- User Interaction

2. iPad Index

- Every detail you need, right at your fingertips
- “Shopping Cart” functionality
- No web access needed

3. Animated GlobeSt.com Promos

PHASE THREE: DELIVERABLE EXECUTION

GOAL: Get space leased!

1. Spec suites eBlast
2. Large blocks eBlast
3. Creative space eBlast

BIG BLOCKS NOW BOARDING

With big blocks available in Class A settings and a completely reimagined experience on the itinerary, **The Landing at MIA** is your chance to expand your space... *and your horizons.*

CLASS A BIG BLOCKS

7300 BUILDING
CLICK SUITE NUMBER TO VIEW FLOOR PLAN

- 501: 12,127 SQ. FT.
- 700: 22,805 SQ. FT.

AND DON'T FORGET ABOUT ALL OF THE **FIRST-CLASS 5-STAR WORLDWIDE** BENEFITS COMING SOON:

- 22,000 square-foot collaboration/workshop center
- Innovative outdoor gathering places
- Park-wide Wi-Fi
- Tenant shuttle throughout campus

And much more!

DESTINATION: WORLD CLASS

WWW.THELANDINGATMIA.COM | WWW.5-STARWORLDWIDE.COM

FOR MORE INFORMATION, CONTACT THE LEASING TEAM

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7415 CORPORATE CENTER DRIVE, SUITE N, MIAMI, FL 33124

YOUR CONNECTION TO CREATIVE SPACE

Whether you're looking for a blank canvas to define your own space or a layout built for collaboration, you'll find it here... at The Landing at MIA's customizable, creative suites.

COLLABORATIVE LAYOUTS

- OPEN AIRSPHERES
- GLASS PARTITION

Located in single-story, 3-4-story buildings
Interiors designed for optimal interaction
Racked exterior features a contemporary new look
Independent electric, water and heating/cooling service provide maximum control and flexibility.

CLICK BELOW TO VIEW FLOOR PLANS

FINISHED SPACES 23,433 SQ. FT. 7313 Building 1, Suite 4	TECH-READY SPEC SUITS 8,655 SQ. FT. 7313 Building 1, Suite 2 (to share)	EXISTING CONDITIONS 8,329 SQ. FT. 7300 Building 1, Suite 4
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SPACES BUILT FOR IDEA SHARING ON A CAMPUS WIRE FOR CONNECTIVITY

- High-speed Wi-Fi on the go
- AT&T SpeedPass fiber optic network throughout the guest, TP, dual redundant power feeds

WHILE YOU VISIT

CLICK HERE TO LEARN MORE

DESTINATION: WORLD CLASS

WWW.THELANDINGATMIA.COM | WWW.5-STARWORLDWIDE.COM

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7415 CORPORATE CENTER DRIVE, SUITE N, MIAMI, FL 33124

FIRST-CLASS SPEC SUITES

Perfectly appointed. Move-in ready. The Landing at MIA's spec suites are the gateway to a next-level office experience.

OPTIMALLY DESIGNED SPACES (CLICK TO VIEW SUITE FLOOR PLAN)

7200 BLDG SUITE 300 5,281 RSF	7200 BLDG SUITE 401 3,525 RSF	7200 BLDG SUITE 510 5,299 RSF	7205 BLDG SUITE 102 1,701 RSF
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SAMPLE FLOOR PLAN 7200 BUILDING 1 SUITE 510 FLOOR PLAN

- \$17 million in campus upgrades
- Florida's first 5-Star Worldwide tenant community
- Innovative outdoor experience

CLICK HERE

To Learn More about The Landing at MIA

DESTINATION: WORLD CLASS

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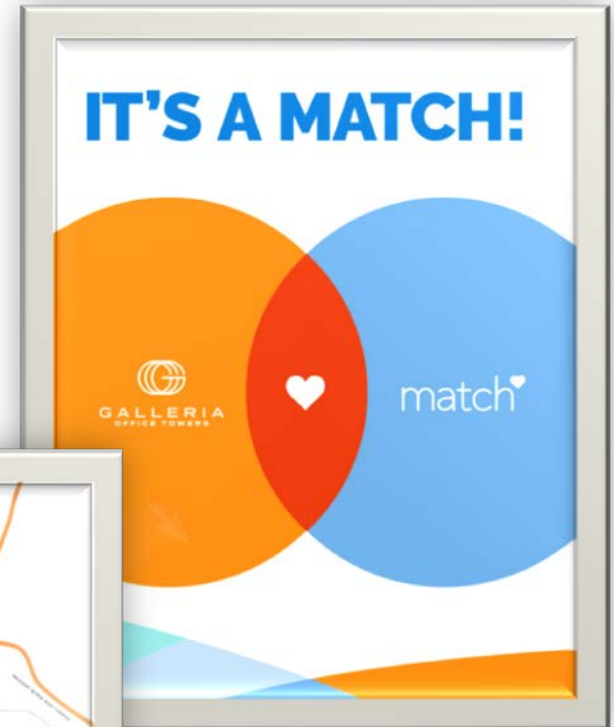
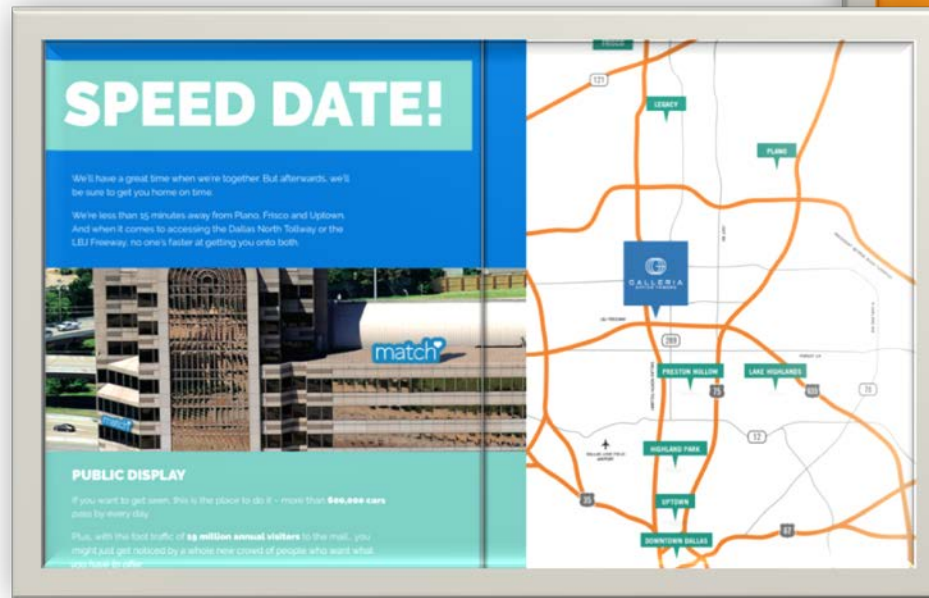
7415 CORPORATE CENTER DRIVE, SUITE N, MIAMI, FL 33124

PHASE THREE: DELIVERABLE EXECUTION

GOAL: Promote tour activity and conversion – MAKE IT MEMORABLE!

1. Targeted Prospect Strategy

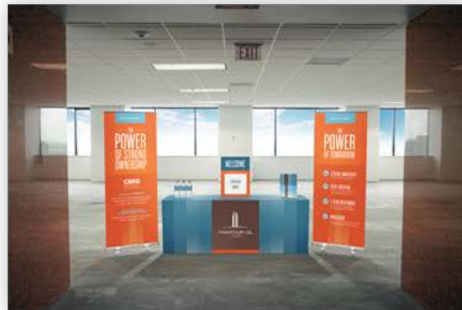
- Web based – OMEGA for 800 Connecticut
- Virtual Flipbook – Match.com for Galleria Office Towers



PHASE THREE: DELIVERABLE EXECUTION

2. Experiential

- Marathon Oil Tower
- 400 South Hope



CULTURE IS KEY

SHARING BEST PRACTICES AND TRAINING FOR PORTFOLIO-WIDE CONSISTENCY

“I've learned that people will forget what you said, people will forget what you did, but **people will never forget how you made them feel.**”

- Maya Angelou

CULTURE IS KEY

SHARING BEST PRACTICES AND TRAINING FOR PORTFOLIO-WIDE CONSISTENCY



OUR MISSION. OUR PROMISE.

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.

W W W . 5 - S T A R W O R L D W I D E . C O M

CULTURE IS KEY

SHARING BEST PRACTICES AND TRAINING FOR PORTFOLIO-WIDE CONSISTENCY



5-STAR WORLDWIDE PROPERTIES



22
5-STAR MANAGERS

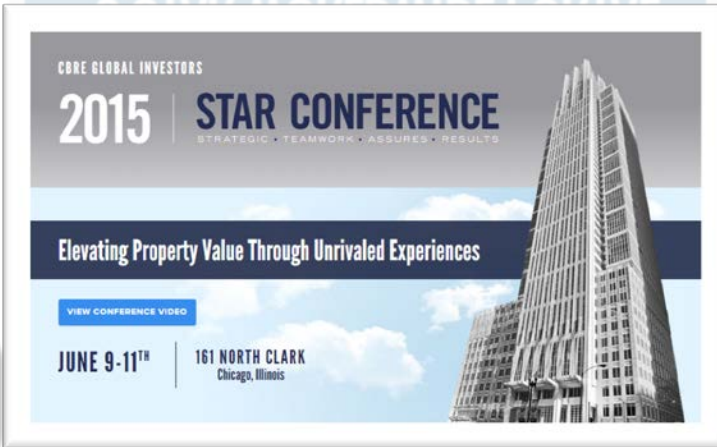
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ASSETS NATIONWIDE

CULTURE IS KEY

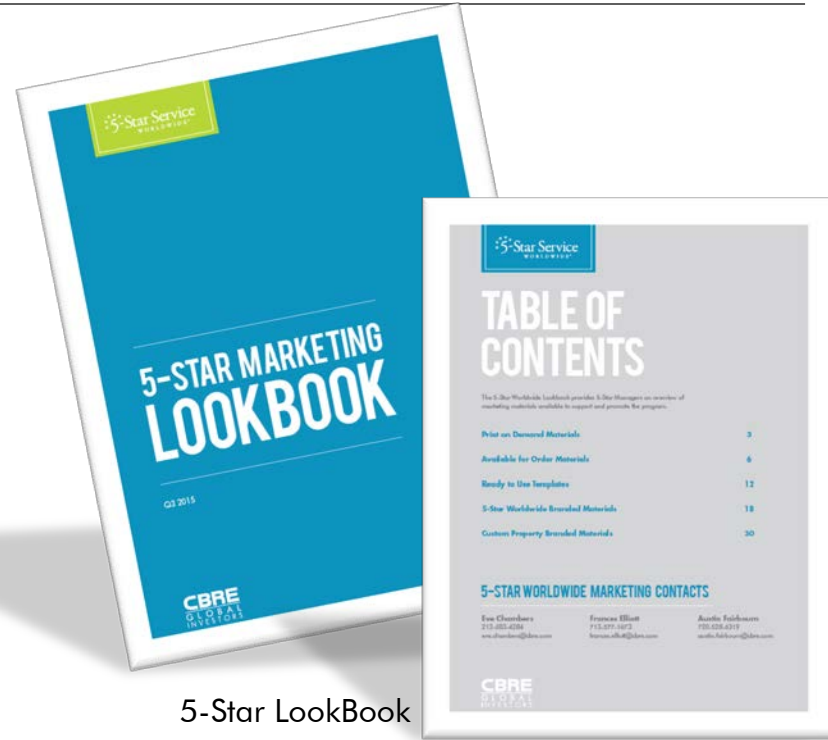
SHARING BEST PRACTICES AND TRAINING FOR PORTFOLIO-WIDE CONSISTENCY



5-Star Portal



Bi-Annual National STAR Conference



5-Star LookBook



National 5-Star Manager Calls

5-Star Promo Videos





5-Star Energy Surge