

Introduction

A report by Building Engines identified best practices based on customer service and tenant satisfaction, financial efficiency, communications and marketing, maintenance, amenities, security and risk management, and certifications and awards.

Credit: <https://www.buildings.com/article-details/articleid/21394/title/9-operational-practices-high-performing-commercial-facilities--employ>

Report's Key Findings

- 1) High-performing CRE organizations are 1.6 times more likely than their under-performing peers to track performance against lease service level agreements. This is the most consistently differentiating tenant service practice.
- 2) Tenant satisfaction is the top priority of CRE owners/asset managers and front-line operations staff. Property managers are especially attuned to satisfying tenants.
- 3) Property staff at high-performing properties are more proactive, expect more change in their jobs and have a less rigid prioritization of goals. They also have a more holistic view of their responsibilities than those at properties characterized as "laggards."
- 4) High performers are 1.3 times more likely to benchmark operating expenses to internal sources and 1.7 times more likely to benchmark to external sources.
- 5) High performers do not staff more generously than laggards within the same property type and class, indicating their competitive advantage is not due to a larger workforce.
- 6) High performers are more likely to employ broadcast messaging systems, digital signs and screens, and traditional newsletters throughout facilities, using more channels to get information to tenants.
- 7) High performers use technology to digitize content like equipment images and manuals more frequently than laggards.
- 8) Amenities differentiate high performers most clearly in the hyper-competitive Class A sector.
- 9) ENERGY STAR certification is table stakes in 2017 at the top of the commercial office market. Over 70% of trophy assets and 51% of Class A properties in this study are ENERGY STAR certified.

